

LEADING LIFE INSURANCE WEEKLY

# The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, DECEMBER 2, 1920

## NEW TERRITORY DEVELOPMENT FOR 1920

Mrs. S. H.  
CENTRAL  
WY. OF MICH.  
DEC-3-1920

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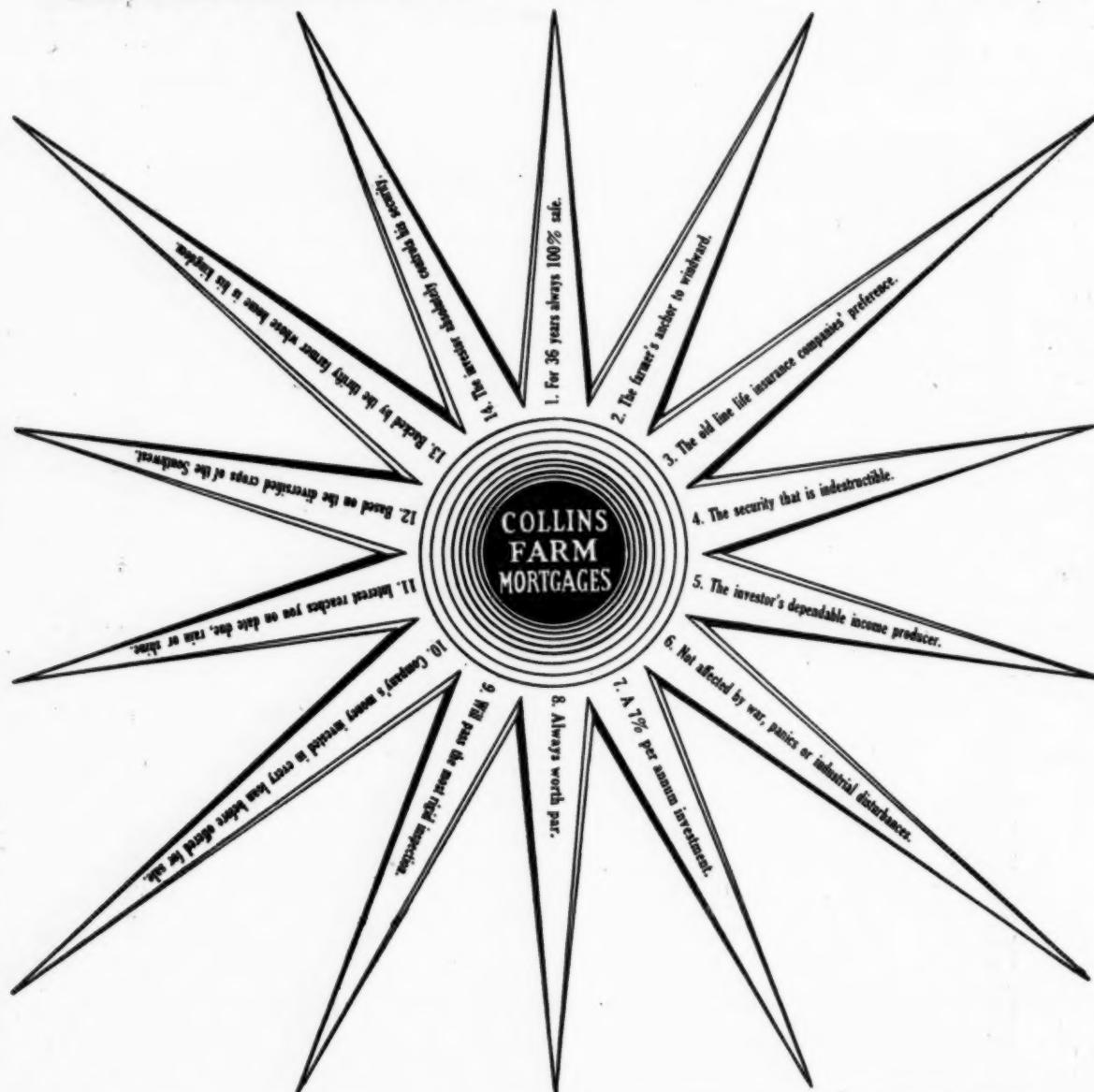
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# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Fourth Year No. 49

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, DECEMBER 2, 1920

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## Life Insurance Has Failed on State Taxation

Henry Franklin Tyrrell, Legislative Expert, Says It Has Not Obtained Results Because It Lacks a Uniform, Supportable Program and Has Used Poor Judgment

ONCE upon a time a state tax commission, under specific instructions from the legislature of its domicile, presented what purported to be a scientific system for taxing life insurance.

The plan was incorporated into a legislative bill and the representatives of the domestic companies accepted it, appeared before the legislature in support of it and endeavored in every reasonable way to get it adopted, because it was a practical step in the direction of solving a vexatious but important problem.

Among those who were particularly active and earnest in support of the measure was the legislative representative of a large company. He worked hard for its adoption and brought to it the full strength of his experience and genius. He took the bill through many legislative labyrinths, and one day he would be on the crest of the wave, only to be hurled sprawling onto the sands of the next.

It was a long, hard struggle, with genius pitted against brute force, and the latter won.

THE legislature refused to adopt the findings, made at its request, of its own commission, and our legislative representative went home, crestfallen and heartsick.

He reported at once to the president of his company and meekly said: "Well, Mr. President, the legislature has beaten us on our tax bill."

"So I hear," was the droll reply.

"Yes, sir," the irrepressible enthusiast responded, "but I just want to tell you one thing—we certainly put up a beautiful fight. I never worked so hard in my life!"

"But," the president interrupted, "you didn't get results!"

Ah, what exquisite eloquence! What marvelous common sense!

Not a surplus word, nor one wasted! Results! All else is "sinking sand!"

LIFE insurance has failed to get "results" on this matter of state taxation.

It has allowed a heterogeneous mass of tax bills to merge into laws in most states of the Union—laws in which there is no harmony of purpose or understanding, but in which there is palpable variability and nonuniformity.

The careful student wonders why in the gradual evolution of life insurance, along with the development of revenue systems, the institution has not been able to evolve certain rules and principles which would have appealed to legislators as acceptable for practical application and procedure?

The student may keep on wondering, but is fair to say to him that life insurance was not equipped for the job. Nor does it appear to be equipped now for tax reform.

LET us consider one phase of its failure. For the present, at least, we will not refer to the many speeches, ad-

dresses and papers which this subject has incited. Most of them have been academic in tone and lamentably lacking in practical suggestion. The majority, with bovine passivity, have accepted, repeated and accentuated inherited sophisms and many have employed the stilted style so characteristic of life insurance.

No, it is not this form of lamentation that we need consider at this time; it is the form of complaint which manifests itself in scathing preamble and righteous resolution.

THE proceedings of the Association of Life Insurance Presidents reveal perfectly marvelous resolutions on this particular subject. The National Convention of Insurance Commissioners has adopted some impressive declara-

tions and papers which this subject has incited. Most of them have been academic in tone and lamentably lacking in practical suggestion. The majority, with bovine passivity, have accepted, repeated and accentuated inherited sophisms and many have employed the stilted style so characteristic of life insurance.

Here was the opportunity of a lifetime. Such a conference, then and there, ought to have taken ample time to hear, try and determine the entire question, and then and there it ought to have devised a reasonable, supportable plan of state taxation upon which the entire institution, direct and collateral, could have stood.

Such action is the first and paramount step the institution must take

can Life Convention, the Canadian Life Officers' Association and the Association of Life Insurance Presidents, co-operating with a committee representing the National Convention of Insurance Commissioners.

There was yet time and opportunity for something big and constructive—something the institution could back to the bitter end. The men constituting the conference were the flowers of the life insurance flock and presumptively they should have been able to devise a plan which would have appealed to the institution and legislatures as fair and supportable.

What did they do, as a matter of fact?

REPRESENTATIVES of companies holding 85 per cent of all the life insurance in force in the United States and Canada met, with others, as a committee in Chicago in January, 1909, and passed another "resolution." It is so comical (although tragic) that it should be printed in full. Here it is:

"Whereas, The taxes imposed on life insurance companies are for the most part excessive, inequitable and unjust; and

"Whereas, In many states a tax is levied upon the gross premiums collected therein without any deductions whatever for death losses and payments to policyholders, thus resulting in double taxation, and

"Whereas, Such taxes are a direct burden upon policyholders, therefore, be it

"Resolved, That all laws imposing on nonresident life insurance companies a tax based on premium receipts should permit death losses and all payments to policyholders to be deducted from such receipts before computing the tax due thereon, and that such taxes should be in lieu of all other taxes, general and local, except tax on real estate and tangible personal property."

THE mountain labored and brought forth a mouse!

Can you imagine such a weak and impotent thing emanating from so distinguished a source?

Can you understand how men who pretend to be solicitous of the sacred funds within their trust, could possibly justify charging their expense to Chicago to bring forth such a feeble resolution, which might just as well have been penned by some fourth assistant chair-warmer, without ever leaving his desk and with one hand tied behind his back?

Do you wonder that life insurance fails to get anywhere on this tax question? It spends most of its time protesting, without offering anything logical as a substitute.

NEXT week in the city of New York the elite of the American life insurance system will foregather to discuss questions of interest and import. Taxation, naturally, will be one. It is

Henry F. Tyrrell, who has had a wide experience in legislative work and has studied the situation as affecting life insurance with a very keen and observing eye, gives expression to views in the accompanying contribution that will probably shock the officials of some companies. Mr. Tyrrell, however, decided to strike right out from the shoulder and not mince words. Because of his conservatism and because he always has his feet on the ground, what he says as to life insurance taxation and its relationship to legislative action is most important. According to Mr. Tyrrell, those who have been giving the subject of taxation of life insurance much attention have not pursued the right course. They are not getting anywhere. In his opinion there have been too much academic discussions and dignified resolutions but no practical method has been suggested to the legislatures to meet the actual demands. In almost every convention of life insurance men this subject of taxation is coming up. Would it not be well for the men who have had practical legislative experience, like Mr. Tyrrell, to get together and outline some plan of action that will simplify our system and eliminate some of its injustice?

tions. The American Life Convention, particularly, has been diligent in declaring its views (and it ought to be diligent, since the domiciles of companies which now constitute the convention are responsible, largely, for the present tangled state tax situation.) The great International Tax Association has declared itself, in a fine report. The "grave and reverend" American Bar Association "nearly had a fit" about it at one time. The National Association of Life Underwriters has added its bit. Numerous contributions have been made by allied bodies and detached groups.

THE language used, generally is fervid and withering. One calls the state taxation of life insurance "burdensome and unjust" (which, by the way, is a very modest little violet in the blood-red garden of indignation). Another declares it to be a "monstrous injustice." A third asserts that it is "brutal." A more intemperate fourth insists that it is "unconscionable and intolerable."

Life insurance is a wonderful diagnostician, but a poor practitioner.

Let us glance at one of these typical resolutions. The National Convention of Insurance Commissioners in August, 1908, placed the responsibility for in-

anyway, before it can make progress; and it let a golden opportunity pass, ingloriously.

M R. COX was not to blame. He put the question to the conference fairly and squarely. He declared that the problem was the policyholders' problem; that nothing could be established in the way of substantial reform except through their co-operative effort and that such co-operation must extend to and include the policyholders of all companies.

His idea was to devise a program upon which all companies could go to their policyholders and get concerted action.

There was the opportunity and the crux of the whole matter.

What happened?

Exactly what always happens when this question is involved. The grand old institution failed.

Some thoughtful papers, as usual, were read; the data submitted, as usual, were interesting; the discussion which followed, as usual, took a serious turn; as usual, the same old "resolutions" were adopted, and as usual, the merry little "buck passing" act, was presented.

THIS time the problem was left to the executive committee of the Ameri-

a perennial and it is always good for a paper.

It will be my privilege to be there, if nothing happens in the meantime, and the "skit" will be a familiar one.

The scene will be laid in the gold room of the Hotel Astor and the curtain will rise upon a goodly number of dignified, learned and finely groomed gentlemen, who will manifest a genteel interest when one of their number arises to speak on state taxation of life insurance.

They will listen tolerantly to a well-prepared, thoughtful and finished thesis, give it due and appropriate applause and then begin to talk it over.

It is astonishing how impressively life insurance men talk to each other about taxation.

At the psychological moment, a particularly well dressed gentleman will arise and with all due ceremonies he will move the adoption of certain "resolutions," which may have been prepared for weeks in advance, and the "grave and reverend seignors" there present will adopt the same amid genteel applause and in the virtuous consciousness of another year's work dutifully done.

**S**HORTLY after that scene is enacted, another great American institution will convene. It will be composed of men of a different type. They will not be so palpably pampered; so serenely snug nor so richly groomed. They will be the hardy men of the nation—the men who work sweatingly for their meals and fight valiantly for their luxuries; men who think hard about the practical and are willing to be convinced as to the theoretical.

That will be the great legislative system of this nation and life insurance, snug and satisfied, will have nothing to offer it but some impotent "resolutions."

This "noble and puissant" institution of life insurance ought to be prepared with a uniform constructive program, but it will have nothing except a few false-faced resolutions to present and a few workers in the vineyard to go out and beg for crumbs. Both will be about as potent as a whisper in a North Dakota blizzard.

**T**AXES are imposed by legislators and life insurance does not understand the legislative mind. A few months ago, an officer of a company wrote me that "life insurance taxation is a purely political subject, inflicted upon an unsuspecting public by small-bore politicians for the sole purpose of acquiring prestige with their constituency."

This sentence is full of inaccuracies and shows questionable judgment. Taxation is not political; it is essentially practical. It is not "inflicted"; it is justified, 99 times out of 100. If the public is "unsuspecting" about life insurance taxation, it is because officers of life companies have kept them so.

These taxes are not assessed by "small-bore politicians," but by men who are just as anxious to do right (and possibly succeed oftener) as officers of life insurance companies.

**T**HE institution, also, has underestimated the intelligence of the average legislator. This charge was made in 1910 by Prof. Thomas S. Adams, tax expert, in an address to the Association of Life Insurance Presidents, and just exactly six years afterwards, to a day, he reiterated the statement to that same august body.

The institution learns some things slowly.

A great fault with life insurance is that it puts out material which supports the charge of Prof. Adams.

A pamphlet on taxation recently was circulated. It was received warmly by the fraternity and by the institutional press. It was typical of the methods and reasons employed in considering this problem.

It urged life insurance men and all policyholders to interest themselves in bringing about an immediate reduction (aye, that the thing—reduction!) in taxation of life insurance and declared the

## INSURANCE FOR THE SINGLE MAN

**S**OMETIMES a life agent is stumped for arguments when it comes to selling insurance to a man who is not married. A young man perhaps does not see the need for life insurance when he has no one depending on him. The New York Life has assembled some reasons which are excellent ones. They are:

(1) Because as a rule he is young and young persons get their insurance at the cheapest rate. Every year adds to the cost of it. When we buy other things—clothes, shoes, living arrangements, price cuts some figure. In fact in everything we purchase the price enters into the transaction. Whatever we have in mind to buy, even stocks and bonds, if we know positively that the thing is going to rise in price our judgment tells us to buy it before the price goes up. And so it is with young men or women and life insurance.

(2) Because the chances are that sooner or later the single man will marry. Most men do. Occasionally there is a confirmed bachelor. But even he may fall for the attractions of a good woman. Having married, the responsibilities of wife and children come along, and it is fortunate to have had some life insurance started at a cheap price.

\* \* \*

(3) Because even though single he may have obligations which should be redeemed if he should suddenly die, such as debts, money borrowed, obligations to a father, widowed mother, or some relative in dependent circumstances. Every real man wants to repay his obligations.

(4) Because if he lives he certainly will want some money saved, and this is the one way to save it and put it aside for a rainy day. It is the easiest

remedy was, not to support or vote for candidates who would not pledge themselves to promote and favor the enactment of laws to "reduce" the taxation on life insurance.

Not a single word of pleading for a solution of this grave, serious problem; merely a typical attempt to get a "reduction" without thought of system.

**F**ANCY an "unsuspecting public" getting so intensely interested in something that it knows nothing about, as to go prancing madly about, fervidly imploring prospective legislators to vote for a "reduction" of the taxes of any person or any institution, and, also, fancy any prospective legislator doing any such ballyhoo! My word!

Any candidate for office who would pledge himself in advance to vote for reduced life insurance taxation on the typical arguments so far made, even by some of our wisest advocates, would be either an ass or a knave, and so, unfit to be voted for!

The pamphlet next declares that a reduction in taxes will correspondingly reduce the net cost of life insurance.

When that statement is made before a legislative committee, it is astonishing how quickly some member adroitly turns the subject to the discussion of assets, salaries of officers and commissions to agents. Indeed, it is uncanny!

"Reduction" is not what life insurance ought to ask for; it should have and fight for a reasonable, practical and supportable system.

**I**f in order to get such a plan ultimately adopted, life insurance is prepared to guarantee that any reduction which may be affected by readjustment shall go direct to policyholders as extra dividends, instead of going to the general fund, possibly to be used for increased salaries, commissions to agents and the like, then legislative representatives may get somewhere with the idea.

Next in order, the pamphlet, in seeming seriousness and manifestly considering that the statement covered merit or force, stated that a tax on life insurance is a tax on thrift.

What of it?

Practically every tax is a tax on thrift. Is thrift in the form of life insurance different from any other form of thrift?

way in the world to save. Through it a man may as easily as not have a fund of \$3,000, \$5,000, \$10,000 or more in cash to go into business, buy a home, or for old age, that never would have been missed in the accumulating. No other way is so easy. The gentle compulsion of having to put aside a certain amount each year is what does it. Savings banks are good but they do not have that element of "must." And the majority of us, if we don't have to save, won't.

\* \* \*

(5) Because the time to insure is as early in life as possible. The earlier the better. He is then more likely to be in good health. Thousands wait each year, only to find they are too late—they can't pass the doctor. They wanted insurance but couldn't get it! Life insurance is the only thing you can't buy when you're sick. You can buy clothes, pianos, automobiles, fire insurance, but you've got to be fairly well—to get life insurance.

(6) Because he may later be in business, and policies furnish good collateral. Some banks require life insurance before they make a loan—won't make a loan without it.

(7) Because he may be suddenly completely knocked out and unable to work for good and all by accident or disease. No person will pay him a monthly income during such disablement however long that may be. A life policy will. And double indemnity pays twice the amount in case of death by any accident.

Last, but not least, the world looks askance at a single man, young or old, who neither believes in nor carries life insurance. It is a reflection on his character, his thrifit, and a reflection on his business judgment.

Next, the pamphlet notes that no company is under federal supervision and so it gravely inquires why the government should have taxed life insurance?

Will the "baby class" in legislation please arise and answer? Certainly; because it needed money; life insurance had it; the government had a perfect right to take it and—above all—because life insurance was not able to convince Congress that the business of life insurance ought not to pay, with other businesses, its just share of governmental expenses. There's the rub!

**F**URTHER, the pamphlet states that members of fraternal societies do not vote for a candidate for any legislative office who advocates taxing fraternal insurance. The result is that fraternals do not pay any taxes."

This is poor material. It carries the inference that the fraternal system ought to be taxed and it insults legislators with the indirect charge that they are subject to dictation, regardless of merit.

The fact is, the great fraternal system of this country ought not to be taxed and the best thing about it is, it is equipped to prove it. It stands and always has stood without compromise or question on broad ground and so having a well understood, uniform, unalterable system, it impresses it on others. It uses its policyholders and its policyholders know just what to advocate when they are used.

On the other hand, the old line system has nothing to present but "resolutions."

It is wiggly and wobbly!

When it tries for anything, it pleads for a "reduction." When it is represented at all, it is by some free lance who does the best he can in the circumstances.

**T**o stress a point, the circular also said substantially that there is no difference between a fraternal society and an old line company with about the same amount of insurance in force, except in the safety of their contracts. Of course this is not entirely frank. There is a vast difference between fraternalism and old line life insurance, but that is outside the subject under consideration. The average legislator, however, may ask why an institution which, through its

(CONTINUED ON PAGE 21)

## EXPERIENCE ON GROUP INSURANCE REVIEWED

Discussion of Subject Forms Interesting Feature at Meeting of Actuaries

### GO IN STRONG IF AT ALL

"Pussyfooting" in That Line Doesn't Pay, Says J. M. Laird, Group Insurance Expert

One of the most important and interesting discussions at the recent meeting of the American Institute of Actuaries was that on group insurance, which was reviewed quite exhaustively in papers by J. M. Laird and Henry Reichgott of the Missouri State Life. Mr. Laird said that group insurance was satisfactory only when the employer pays the premiums, and it is taken out on the one-year plan. A number of companies, he said, have refused to write group insurance because they consider it dangerous. Others are pussyfooting in it, taking a case here and there, but not taking on a large volume of it. Mr. Laird said that it was unprofitable to pussyfoot in it. The companies should either leave it alone altogether or they should go in for it strong by establishing a sales organization and making it a special department.

#### Sold on Efficiency Basis

In the early stages of the group insurance business agents sold it on the argument that it would reduce labor turnover, Mr. Laird said. This argument has since been discarded and it is now being sold on the basis of increasing efficiency and benefiting the employees and their families. The companies which have gone into the field right are putting out health literature and distributing it among the employees in plants where groups are insured. Some of them are also providing an advising physician and a visiting nurse for group patients.

#### Special Department Needed

Mr. Laird said that companies must provide a special department if they wish to make a success of group insurance. There is an immense amount of work attached to it. This is especially noticeable at the home office. Group insurance is here to stay, Mr. Laird declared. If handled properly it will mean a profit to the companies writing it and indirectly it will increase the companies' prestige. It is also of enormous advertising value, especially in cities or towns where the company or agency is not well known. In selling, the agent can cite cases of prominent concerns, possibly in other cities, which his company has insured and the prospect will dismiss all doubt as to the qualifications of the company.

#### Employer Should Pay Premium

Mr. Reichgott declared that the best experience on group insurance can be gained only where the employer pays the whole of the premiums. There have been some instances of where the employer pretended to be paying the premiums, but it was discovered that he was deducting a certain amount from the employees' salaries each week so as to make up for them.

In the past two months, Mr. Reichgott said, conditions have arisen which are affecting the group business. There is a growing depression in industry. Plants are closing down and employees are being laid off. The question arises: Should the insurance companies con-

tinue the group insurance until the plants reopen? In some cases where the plants lay off a few men without closing down, the employers have sought to cancel the insurance on these men. A number of the companies have protested against this, saying that if they are to carry the insurance on some of the employees it must be carried on all. Other companies, however, permit the employer to make his selection in the event of his laying off men.

#### Taken for Many Purposes

The purposes for which employers take out group insurance are numerous. Some buy it because they want to better the condition of their employees, and by gaining their good will increase efficiency and production. Others use it as an aid in labor turnover. In many cases it has been known to be used to stall off a demand for increased salaries or even to reduce salaries. Employers in this latter class, however, are not keeping up with the times, Mr. Reichgott said. If they have no personal interest in the welfare of their employees they are losing sight of a very valuable means of increased efficiency and production.

#### Payment by Men Not Favored

Mr. Reichgott does not favor companies writing group insurance on labor organizations where the premiums are paid by the individual members. This same applies to any kind of an employees' organization unless the employer is willing to pay the whole or part of the premiums. Mr. Reichgott said that the fact that a man is insurable is partially proven by his employment, but in the case of labor organization a large number of the members may not be employed.

Occupational hazards should be guarded against in group insurance. Companies must take into consideration working conditions and the habits and environments of employees. There is also a danger in insuring small groups. In groups of less than 50 every employee should be subject to a medical examination. If very small the insurance should be written on the ordinary life instead of the term plan. In these policies some arrangement should be made so that the policy can be assigned to the employee when he terminates his connection with the employer. Small groups are likely to remain small unless the business is new and has a prosperous future.

#### Prepare for Adverse Experience

Companies, and especially the smaller ones, should not enter the group field unless they are prepared to meet with adverse experiences. They should not do anything which would endanger their continuity. The mortality ratio in 1918 was near the .200 mark on group insurance. A small company sustaining a loss ratio such as this on a fair volume of group insurance would be forced to reduce its surplus. This is not fair to its body of individual policyholders since it is jeopardizing their safety for the benefit of group policyholders.

The adjustment of group rates is another thing which the companies are considering. Some say that the policies should contain a clause permitting an adjustment after a five-year period, others say after a ten-year period. There is one company which is known to guarantee its rates for only one year. Attention of some of the insurance commissioners has been called to the fact that present rates are inadequate. The actuaries of the New York and the Maryland departments are known to be investigating this feature. It is generally believed, however, that they will not find the present schedule inadequate.

#### Provisions of Agents' Contracts

Speaking on "Provisions of Life Insurance Agents' Contracts," Edward B. Raub of the Indianapolis Life said there has been an evolution in agency contracts. Fluctuating experiences

## USING PHOTOPLAY FOR INSURANCE

**C**LIFFORD N. ROGERS of Scotts Bluff, Neb., is a live wire in his community. He, with Henry H. Rogers and James P. Rogers, is representing the New York Life. Mr. Rogers does some thinking along with his insurance work. He has had considerable experience in writing photo plays. The other day he jotted down a few thoughts on the subject of advertising life insurance. What he says is well worth reading:

Speaking of advertising insurance, I believe that as far as getting any direct results, generally speaking, that locally the insurance "ad" doesn't have much more effect on the general public than the undertaker's "ad."

I'll venture to say that a gradual change is and has been in action ever since the war began. The broad effect that insurance had on this country is appreciated very much by all. Such advertising as that is the strongest and most lasting of all.

Here's another feature I have in mind that is going to have it due results, that of motion picture plays. During my spare time evenings, I have devoted same to photoplay writing, along with my New York Life work.

#### Shows Value of Life Insurance

The main point is this: In all my scenarios I make it a point to bring out the big value of life insurance. For instance; I show the suffering a poor widow has to go through because her husband failed to sign the "app." Again I show what a blessing another widow has derived from her husband's life insurance. And don't you know, friend reader, that a man can make a most pathetic and impressive scene just that one way?

The producers are demanding "life like" plays, plays that are everyday happenings. Well, if there's one class of people that has everyday experience with all classes of people, it's the life insurance man.

I'm working on a play now called

have necessitated changes. Agents are the most part far removed from the principal in the contract, they are not under close observation, and when the financial problems involved are considered it is evident that care should be exercised in drawing up contracts.

Mr. Raub declared that if contracts provided only for commissions on first year premiums without renewals there would be no difficulty in drawing them up. But when renewals are allowed to accumulate over a long period of years there is always danger of litigation. The right of renewals should be definitely set out in the contracts. The purpose of paying renewals is to preserve the insurance in force and to assist in the collection of premiums.

#### Withdrawal of Policy Forms

Robert B. Sturtevant of the American Central declared that there should be some provision in contracts making possible the withdrawal of policy forms. Some companies, Mr. Sturtevant said, are demanding surety bonds in the employing of agents. Others are now charging for office equipment with the provision in the contracts that the charge will be withdrawn when the agent has produced a certain volume of business. In the conservation of new business Mr. Sturtevant said it would be a feasible proposition to make the qualifications for a field club extend over two years instead of one, requiring that \$100,000 of business be renewed as well as \$100,000 written.

#### Reinsurance Contracts

H. G. Sellman of the International Life and F. B. Mead of the Lincoln National discussed the subject. "Factors affecting the bases for price to be paid

"Wild Oats," starring Charles Ray. I am making our friend Charles a life insurance man. As I am familiar with the parts Mr. Ray prefers to play, I manage to get every point accordingly. Charles is going to go through one little experience we had about a year ago. We received a policy for a married man and his wife objected very much when we called. She wanted the money to buy a piano. The next day he decided to take it but we were to keep his wife from knowing the fact. She had treated my father and myself somewhat discourteously.

#### Had Life Insurance Check

Three weeks after we had given the policy to Mr. Duncan he died with the flu. Shortly afterwards we knocked at her door, and after having some difficulty getting in, we were very welcome when she learned we had a check from the New York life. "Yes, take a chair Mr. Rogers. Just make yourself at home." Mind you, that very woman had the nerve to tell us she was very glad her husband took the policy and said that she had tried to get him to take one several times. And that she was very much in favor of him taking this one. My father didn't let her "get by with that stuff." She had to break down and cry.

One day while in the grocery store a few fellows were standing by the stove and as we came in one of them said, "Here come the crooks." Mrs. Duncan spoke up and said, "I guess not crooks. They gave me a check that delayed the sheriff sale the other day and I don't know what would have become of the baby and myself otherwise." Just then her little girl spoke up and said, "Yes, but mamma you talked awful mean to papa when he got that policy." A man never finds a widow objecting to insurance.

This medium of advertising the value indirectly of life insurance is being taken up more by many other writers, I notice.

for reinsurance of entire business of another company, and salient features for reinsurance contracts." Many things must be considered in the re-insuring of another company. Mr. Sellman declared. The condition of the assets of the reinsured company, its policy forms, the liquidation of its assets and the danger of lapses must be carefully investigated. Mr. Mead called attention to the reputation of the reinsured company and the disposition of its agency force as important problems to be considered.

John Melvin Laird of the Connecticut General, speaking on "Dividends," said it was likely that the dividends of the companies would not be materially increased because the present high rate of interest on investments will not continue.

#### Mutual Life Chicago Field Club

The Chicago Field Club of the Mutual Life of New York held its seventh annual dinner last week. There were 124 members present. President Calvin H. Wasson acted as toastmaster. Among the guests was A. W. Van Hauten of the Sioux Falls agency, a candidate for the presidency of the Mutual Life National Field Club next year.

The speakers were F. A. Martin, president of the Western Division Field Club; H. C. Hintzperer, assistant manager of the Chicago agency; F. M. Hallcock, C. H. Anderson, one of the Mutual Life's leading producers; E. R. Shoenberger, J. Harry Theobald, A. S. Wallace, Dr. W. W. Quinlan, medical referee of the Chicago agency; N. E. Vinson, Dr. W. H. Bullig, newly appointed associate medical referee, and I. B. Jacobs, branch manager.

## OPTIMISM IS SHOWN AS TO CONSERVATION

Officials of Milwaukee Companies Expect to Keep "Boom" Business On Books

## MOST TROUBLE IN CITIES

Relation Between Income and Cost of Living to Be More Favorable—Field Men Busy

**MILWAUKEE, WIS., Nov. 30.**—Because the fall of incomes always follows well along behind the fall in prices, just as rises in prices of commodities and necessities always precede advances in wages and other forms of incomes, Milwaukee life underwriters do not now see any great reason for anxiety as to conservation of the large amounts of life business written during the "boom" periods incident to the war and reconstruction. That the subject is on their minds, however, is well evidenced in interviews which the representative of THE NATIONAL UNDERWRITER has had with a number of the underwriters and also with officials of life insurance companies here operating nationally.

#### Problem Greater in Cities

That the problem is more pronounced in some sections of the country than in the central west, because of greater diversity of interests and industries out here and the large agricultural interests, is stated by officials who have gone over the matter from a national, broad-gauged standpoint.

They find the problem of greater proportions in cities and sections where, for example, the automotive industry and tires and accessories have had a bad slump, coming with considerable suddenness.

#### Northwestern Mutual's Position

Percy H. Evans, actuary of the Northwestern Mutual Life, after a review of the situation from a national standpoint said to THE NATIONAL UNDERWRITER representative that the conservation of insurance in force is a subject in which the Northwestern Mutual agents have taken a great deal of interest.

"They have discovered," he said, "that when a client lapses his policy, he generally justifies himself by finding some reason for blaming the company or the agent who wrote him. So keen is the agency interest in conservation that our field forces have proposed to introduce the lapse ratio as an element in determining the standing of the several agencies. The amount of work a first class field man will do to bring about the continuance of a policy in force usually represents many times his financial interest in it. This is undoubtedly true also of the agents of all well organized companies.

#### Lapse Ratio Is Low

"The Northwestern's rate of termination to mean insurance in force was lower in 1919 than for many years. This rate is so low that it is doubtful if a further reduction is possible, and if so, whether such a reduction would not cost more than it would be worth. I do not anticipate a material increase in the termination rate, for while some new business undoubtedly resulted from temporarily large profits and may not survive changed business conditions, the relation between income and cost of living will for some time to come be more favorable for the average man than during recent years. The rise and fall of wages and salaries al-

**"A Company For The People"**

# GRANGE LIFE INSURANCE COMPANY LANSING - MICHIGAN

**A**GENTS representing the Grange Life have a number of points in their favor. It is a strongly ballasted institution, so that it appeals to those who are wont to scrutinize financial statements carefully. Its investments are chiefly in farm mortgages which yield a large return. These securities are the safest and most lucrative for life companies.

To the man in the city, the Grange Life has an appeal because of its plain, clear and business like policies. They meet every personal and business demand.

To the people in the agricultural sections, the Grange Life is regarded as their own particular company. Much of the capital stock is owned by farmers. They have been back of it from its inception. They are giving it strong support.

The backing of the people in the rural localities means much to the agents who are selling Grange Life insurance. They have tangible support wherever they go. They do not have to be introduced, because the people know all about the company.

The Grange Life is admirably located in one of the wealthy and prosperous states of the Union. Michigan is alive with industry. It is a state of manifold resources. It is an ideal home office state and a wonderful field in which to operate.

<b>Capital Stock</b>	-	-	<b>\$ 185,174.01</b>
<b>Assets</b>	-	-	<b>732,113.43</b>
<b>Surplus</b>	-	-	<b>204,961.26</b>
<b>Insurance in Force</b>	-	-	<b>\$10,967,689.02</b>

**N. P. HULL**  
President

**C. H. BRAMBLE**  
Secretary and Treasurer

**I. D. WALLINGTON**  
Superintendent of Agents

*When You Think of Michigan You Always Think of*

**THE GRANGE LIFE**

ways lags behind the variations in the cost of living and it is the average man who makes up the membership of live life insurance companies."

#### No Special Conservation Men

None of the Milwaukee companies were found to be employing, or thinking of employing, special staffs of conservation men, although reports have come here from the east that several companies that have not followed this practice are likely to put it into use, should there be a more decided tendency shown for the need of conservation efforts.

A Milwaukee underwriter, who said he would rather not be quoted, stated that he has habitually classified risks into two parts these many years, and his dissertation on the subject is particularly interesting at this time when the subject of conservation is thought about more or less emphatically by insurance men in the life field.

#### Two Kinds of Risks

"There are just two kinds of risks," he said, "the one is that kind which is made up of people who are naturally unstable and changeable. They change jobs and their minds with great facility. They have no compunctions about making changes. They will just as readily change their minds to drop their life policy as they will to take one on."

"Then there is the other kind, those who are compelled by circumstances to drop their policies, not being able through misfortune or circumstances to keep up what they actually bought with full and deliberate intention to hold and keep. Such unfortunates we will always have with us, I am sorry to say, just as we will always have the other class with us."

#### More Now in Second Class

"Now at the present time there is a good deal of feeling that we life men are going to bump into a lot of the people described in Class 2—changing conditions to meet, and no wherewithal to meet them. The agent should endeavor to help this kind of a man, to be sure; but he should be very, very certain that he is not the other kind."

"It doesn't pay, of course, to go out and resell a policy every time the premium date comes around. It is too expensive and more than one young insurance man has learned this lesson. I guess we will all have to learn it some time. The man who just gets up against it, I am willing to show the way whenever possible or practical, possibly to borrow on his policy or take some other steps to keep up the insurance; but not the habitual changer-about."

#### Blaming Agent Often "Alibi"

With increasing lapses, insurance men find increasing tendencies to blame the agent or the companies, sometimes saying that there was misrepresentation in closing the sale of a policy. A high official in the agency department of a Milwaukee company said that of course there is sometimes just cause for such charges on the part of the insured. Usually, however, the charges are unfounded and simply, as he said, "alibis."

"Lots of people who bought insurance in the past three years bought it perhaps because their neighbors were insured and friend wife insisted upon being in the same class as the neighbor's wife. You of course know that while the wife is usually the hard one to sell on a policy, this proposition has changed a good deal in recent years for the reason given. In some sections, I know, life insurance was considered like owning an auto—a matter of pride. I am wondering how friend wife will stack up now that Mr. Husband may find his income reduced. It behooves the life agent to keep pretty closely in touch with the sentiment and attitude of the women folks these days, whenever there are signs of increasing necessity for conservation work. It will be well to bear in mind, in handling these

## Southern Agents Keep Up Pace in Spite of Cotton Price Decline

VICE-PRESIDENT CLIFTON MALONEY of the Philadelphia Life, who has recently visited the company's agencies in North and South Carolina, states that business conditions in that section are far better than he expected to find them.

M. M. Platt, general agent for the company at Sumter, S. C., referring to the effect of the readjustment of economic conditions and the slump in the market price of cotton on life insurance sales, says that thoroughly versed and wideawake life men have nothing to dread. He regards the return to normal as the acid test of their salesmanship faculty. He declares that these are the kind of times that relegate order takers and application gatherers to the shelf. Times like these deplete the number of rate book carriers without decreasing to any extent the volume of contracts signed, number of signers examined and amount of insurance paid for; that is, the business actually put on the company's books to stay there. That Mr. Platt is not speaking at random is demonstrated by his having paid for two \$20,000 contracts within the past 30 days besides various other amounts in cotton cultivation territory. The lapse ratio has not been affected by unsettled finances to any extent in his jurisdiction. He is tactfully arranging the meeting of obligations by policyholders in a manner that is mutually satisfactory and to the best advantage of insurer and insured.

cases with the ladies, to remember why they approved the purchase of the policy in the first place. Pride is a serviceable thing at times. I of course have reference only to such families as really can afford to continue their policies in force, whereas they may be panicky and think they can't."

#### Increase in Policy Loans

There is already a noticeable increase in policy loans, and some underwriters consider that this portends increasing lapses under present conditions, although of course the newer policies for which the anxiety is more pronounced, can hardly be counted in with any indications offered by tendencies towards loans. Much of the recent business is of course not loanable material.

New business has shown further signs of slowing up with most of the downtown agents in Milwaukee. Reports from the state check up with this. On the other hand, all the underwriters assert that they are more careful in selecting prospects. Insurable persons in, for example, automotive occupations, are not getting the attention they did a few months ago. Unemployment here is not yet of consequence, but there are many rumors of pending unemployment, and this has made soliciting a harder task because of the psychological effect. Field men report that the home offices are more closely scrutinizing new business than ever before.

#### Des Moines Actively After Convention

DES MOINES, IA., Dec. 1.—Iowa life insurance men are confident that the National Association of Life Underwriters will come to Des Moines for its next session. President Orville Thorp of Dallas, who recently visited Iowa's capital city, was entirely convinced of Des Moines' ability to meet every requirement. When the committee to determine the next meeting place meets in January, Des Moines will be on hand with strong arguments to convince the members that this convention should come to Des Moines. President Cox of the National Association of Insurance Agents, which recently held its national meeting in Des Moines, has sent very warm words of appreciation for the manner in which that meeting was handled and has referred to Des Moines as "100 per cent convention city."

## RECENT SUICIDE SUIT IN SUPREME COURT

**Northwestern Mutual, New York  
Life and National Life of  
Vermont Involved**

### HISTORY OF THE CASES

**Companies Did Not Appeal From the  
Decision, But Lower Court  
Sent Case Up**

The following statement gives a history of the cases of the Northwestern Mutual Life vs. Isabel H. Johnson and National Life of Montpelier, vs. A. M. Miller, administrator of the estate of George P. Johnson, deceased, recently decided by the Supreme Court of the United States, and gives the material facts and issues involved upon which the decision was based.

George P. Johnson had three policies of insurance on his life; one issued by the Northwestern Mutual for \$4,000, dated Aug. 26, 1895, which provided that "If within two years from the date hereof, the said insured shall . . . whether sane or insane, die by his own hand, then and in every such case, this policy shall be void," but contained no contestable clause; another for \$3,000 issued by the New York Life dated March 21, 1904, which provided that "This policy is contestable," but said nothing about suicide, and another issued by the National Life of Montpelier for \$5,000 dated March 2, 1907, which provided that "This contract shall be contestable after one year from the date of its issue, provided the required premiums are duly paid," but said nothing about suicide.

#### Assured Disappeared

Feb. 28, 1911, Johnson, the insured, disappeared under circumstances suggesting possible suicide. He has not been heard of since, but his body has not been found and no certain proof of his death has been furnished. On Feb. 9, 1917, less than seven years after Johnson's disappearance, his widow, Isabel H. Johnson, brought suit against the Northwestern and the New York Life, and the administrator of Johnson's estate brought suit against the National. In all three cases the complaints alleged that Johnson had died by suicide on Feb. 28, 1911, the day of his disappearance. These suits were all removed to the United States District Court for the southern district of Iowa, and were there tried.

#### Defense of the Companies

The principal defense urged and relied upon by all three companies was that there was not sufficient proof that Johnson was dead. As an additional defense all the companies asserted that under the decisions of the Supreme Court of the United States there could be no recovery in case the insured committed suicide, or was executed for crime, or was killed by the beneficiary, the companies relying mainly upon the decisions in New York Life vs. Armstrong, 117 U. S. 591; Ritter vs. Mutual Life, 169 U. S. 139; Burt vs. Union Central Life, 187 U. S. 362, and N. W. Mutual Life vs. McCue, 223 U. S. 234.

#### Held Suicide Not a Defense

The district judge held that suicide was not a defense and submitted the cases to the jury on the question whether Johnson was, in fact, dead, which fact the jury found against the companies. All three companies appealed to the United States Circuit Court of Appeals for the eighth district.



## The Psychology of Power

Sometimes it is the mental push which puts over the sale.

The will is a powerful factor in the successful interview.

Purpose is strengthened when there is the surety of a reinforcement of teamwork.

Every Lincoln Life salesman knows that squarely behind him is the matchless Lincoln Life Spirit made up of Service ideals which reach out to help every field man and give every possible attention to policyholders.

The power-giving character of such a service federation makes it pay to

LINK UP WITH THE LINCOLN

## The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$150,000,000 in Force

That court dismissed the appeal of the New York Life because the amount involved, \$3,000, was not sufficient to confer jurisdiction. In the Northwestern and National cases, Judges Hook and Trierer, being divided in opinion on the question whether suicide was a defense, certified that question to the Supreme Court of the United States. In the Northwestern case, the question certified was:

"Does the provision of the policy, 'if within two years from the date hereof said insured shall . . . die in consequence of a duel, or shall, whether sane or insane, die by his own hand, then, and in every such case, this policy shall be void,' there being no other provision in the policy as to suicide, make the company liable on the policy payable to his wife, if the assured died by his own hand more than two years from the date of the policy?"

#### Question in National's Case

In the National case, the question certified was:

"Does the provision of the policy that 'this contract shall be contestable after one year from the date of its

issue, provided the required premiums are duly paid,' there being no provision in the policy concerning suicide, if the insured dies by his own hand more than one year from the date of the issue of the policy prevent the insurer from denying liability, if the assured came to his death by his own hand, and in the absence of any showing that he was insane at the time?"

It is these two questions which the Supreme Court of the United States has answered in the affirmative. In the opinion of the court, Justice Holmes says:

"We are of the opinion that the provision in the first document (the Northwestern policy) avoiding the policy if the insured should die by his own hand within two years from the date is an inverted expression of the same general intent as that of the clause in the second (the National policy) making the policy contestable after one year, and that both equally mean that suicide of the insured, insane or sane, after the specified time, shall not be a defense."

It will be seen that the companies

did not themselves take the cases to the Supreme Court of the United States. They were sent there without the action of the companies by the judges of the Circuit Court of Appeals for the eighth district, who were divided in opinion. That this difference of opinion on the part of the judges was not without basis will appear by the following quotation from the decision of the Supreme Court in the McCue case (223 U. S. 234, 246) where that court, speaking of its former decision in the Ritter case (169, U. S. 139, 154) said:

"There it was held that a life insurance policy taken out by the insured for the benefit of his estate was avoided when one of sound mind intentionally took his life, irrespective of the question whether there was a stipulation in the policy or not. And the conclusion was based, among other considerations, upon public policy, the court saying that 'a contract, the tendency of which is to endanger the public interest or injuriously affect the public good or which is subversive of sound morality, ought never to receive the sanction of

a court of justice or be made the foundation of its judgment.'

#### Suicide Not a Defense

By its decision in the Johnson cases, the Supreme Court has limited the effect of the language used in its former decisions to the extent of holding that where a policy contains a clause like the Northwestern's, excluding suicide within a limited time, or one like the National's, declaring the policy contestable after a limited time, suicide, whether sane or insane, after the expiration of the time limit will not be a defense.

#### HAS SUED TO RECOVER TAXES

##### Northwestern Mutual Life Takes Court Action to Test Status of Policy Loans

MADISON, WIS., Nov. 30.—A suit involving the collection from the state of nearly \$45,000 has been started by the Northwestern Mutual Life of Milwaukee and was heard in the supreme court last week. A decision on the matter is expected Dec. 14. Two actions were brought by the Northwestern Mutual, covering separate years of the litigation.

Both actions are to recover taxes paid by the company under protest which were assessed by the state for the years 1918 and 1919. In both cases the tax was based upon interest on so-called policy loans or advances made by the Northwestern Mutual to its policyholders upon the sole security of their policies and under agreements which contained no promise by the policyholder to pay either principal or interest, but provided that in case of non-payment of interest the same should be added to and become part of the principal and bear interest, and whenever the amount of principal and interest equalled the cash surrender value of the policy the policy would be deemed surrendered and the advance of loan cancelled.

Interest upon such advances or loans to the amount of \$787,455.74 accrued in the year 1918 and, not being paid by the policyholders, was added to the principal pursuant to agreement. In 1919 the interest to the amount of \$721,435.77 accrued and, being unpaid by the policyholders, was likewise added to the principal. The state of Wisconsin claiming that these amounts of accrued but unpaid interest constituted income of the Northwestern Mutual Life, assessed a tax thereon of 3 per cent, amounting for 1918 to \$23,623.67 and for 1919 to \$21,643.07, which they paid under protest. These actions are brought to recover taxes so paid. It is said that the settlement of this case will have a far-reaching effect upon assessments by the state of insurance companies.

#### Company Locates "Dead" Man

When a man has been missing seven years and is pronounced legally dead, a life insurance company is sometimes justified if it doesn't pay the claim of the "widow" promptly. The Bankers Life of Des Moines recently had such a case. The company was suspicious of a "legally dead" steel and iron worker. It refused to pay the face of the policy to the widow and put a detective on the trail of the missing husband. He figured that the man would go to Pittsburgh or Birmingham. He couldn't locate him at the former place but had no difficulty in finding him at Birmingham. The "dead" man admitted his identity and said that he had decided to drop out of sight when he found what he had considered to be evidence that his wife had been untrue to him.

#### Increases Gross Line

The Bankers Reserve Life of Omaha has increased its gross line from \$25,000 to \$35,000. The company has entered New Mexico.

G. M. Averill and J. G. Sigmund have been made vice-presidents of the Cedar Rapids Life, succeeding E. H. Smith and J. P. Kendall.

# AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.  
Established 1899

HERBERT M. WOOLLEN  
PRESIDENT

**NEW COMPANY STARTED****CHICAGO NATIONAL LICENSED**

**E. H. McConkey and A. L. Whitmer  
Are Main Factors in the Organization  
of the Corporation**

The Chicago National Life of Chicago was licensed to do business by the Illinois department last week. It has a capital and surplus of \$178,125, consisting principally of stocks and bonds. This will later be augmented by an additional sale of stock, bringing the net capital up to \$300,000. The company will operate strictly on the non-participating plan. Its home office is in the Century building.

E. H. McConkey and A. L. Whitmer, both of Chicago, are responsible for this new company. They have supervised the sale of stock and have directed the work of organization. Both of these men are well known to the life insurance fraternity. They will have charge of the agency work of the company when it begins to write business.

**How Shares Were Sold**

Ten thousand shares of capital stock were entirely disposed of, the par value being \$10 per share. Five thousand shares were sold for \$10 per share, 2,500 shares at \$25 per share, and the remaining 2,500 at \$30 a share. The total number of stockholders is about 300. The promotion expense attached to the sale of stock and preliminary organization work was 25 percent.

The new company will not begin to write business until early in 1921. The sale of the new issue of stock will begin immediately, the purpose being to increase the capital stock \$200,000, giving a total of \$300,000 when all is sold. It is expected that the full issue will be subscribed to by May, 1921.

**No Officers Yet Elected**

None of the officers of the company have been announced as yet. Promise is given, however, that they will all be men who are prominent and well known in Illinois. It is expected that these will be announced about the first of the year. Marcus Gunn, who was formerly associated with Frank Haight, the prominent Indianapolis actuary, has been appointed the company's actuary. He will proceed at once to get up policy forms and schedule of rates.

The Chicago National Underwriters Company has also been organized in connection with the new company. It has a capital of \$223,707, consisting principally of stocks, bonds and other securities. It will act as general agents of the new company, financing and aiding in the establishment of agencies throughout the country. The company will begin writing business in Iowa, Indiana and Illinois. Later Pennsylvania and other states will be entered.

**McConkey and Whitmer Prominent**

Mr. McConkey and Mr. Whitmer have worked hard in organizing and launching this new company. They will seek to build their company on a strong and solid foundation. They are confident that they will be just as successful in directing the agency work as they have been in organizing.

Mr. McConkey has been in the life insurance business for more than 15 years, having been connected with such companies as the Mutual Life of New York, the International Life, Reserve Loan Life and the Travelers. With this latter company he served as general agent in charge of life and accident branches at Baltimore, Md.

**R. C. Allen**, general agent for the Phoenix Mutual Life at Cleveland, O., leaves this week for his annual trip to California, and as is his custom will continue to combine business with pleasure by writing some insurance while in Los Angeles.

*—of the PEOPLE, by the PEOPLE, and for the PEOPLE!*

Contrary to the usual high school orator's version, and according to witnesses of the dedication of the Gettysburg Cemetery, the emphasis of Lincoln in his immortal address on that occasion, was on the word PEOPLE, rather than on the preposition.

The Peoples Life likewise puts the emphasis on PEOPLE. It is indeed a company of the PEOPLE, by the PEOPLE, and for the PEOPLE. It extends itself in every way to make its policies and service fit the needs of the people.

But in being a people's company, the Peoples Life is making itself also an agents' company. Representatives of this company are an integral part of the organization, and are not considered as merely a means of putting business on the books. Its policies are good sellers, and agents connected with the Peoples Life, soon discover that it is also a company of the AGENT, by the AGENT, and for the AGENT.

*Write the Company for a General Agency  
in Ohio or Illinois.*



# PEOPLES LIFE

## Insurance Company

### Frankfort, Ind.

**A. A. LAIRD, President**

**E. O. BURGET, Secretary**

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGE-MUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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### Conservation Work Needed

ALMOST any home office official, when questioned on the subject, will freely admit that lapses are going to be much heavier next year, that they are very numerous right now, and that the question of holding the business on the books is going to be one of next year's big problems. In spite of the fact that home office executives generally recognize that there is to be a big jump in the lapse ratio, few if any companies are doing anything in the way of preparing themselves for the larger number of lapses which everyone admits is coming. With the knowledge that the lapse problem is going to loom large on the life insurance horizon in 1921, there is evident an absolute lack of preparation for the change. Companies seem to be taking the position that lapses are inevitable, that people are going to reduce their policies or give them up entirely and that there is nothing to be done about it.

These are unusual times and they call for unusual methods. Life insurance companies never before faced the possibility of losing through lapsation

such a large portion of their new business. The ordinary routine methods used in conserving business will not do. Companies must adopt new and resourceful methods in order to keep the heavy writings of the last two years on the books. This is the time for action. Policyholders generally will soon commence to feel the economic pressure. There is a big work ahead of the companies. There is no more important thing than this now before life insurance men. The holding of business will require a great conservation movement that has never before been necessary. Home office restoration departments should be enlarged and revived. New plans must be tried out.

It is folly for company officials to sit idly by and feel that the lapsation of a large amount of business is inevitable. Companies should get busy with a program for holding business on the books before it is too late. Now is the time to get under way with a definite concrete plan to meet the situation which confronts them.

### Old Argument Still Good

"Buy your life insurance before it is one day too late." That is the oldest life insurance argument, but it is one of the best. If a prospect knew just how long he was going to live and just what the condition of his health would be over a period of years, he would have no reason for taking out life insurance today—now. The fact that life is uncertain, that death comes suddenly, that strong men break down physically, and that disaster and misfortune come out of a clear sky are the real reasons for the existence of the life insurance companies. The uncertainty of life makes it simply the plain duty of every man

with dependents to carry life insurance. In these days of keen competition many reasons why life insurance should be carried are advanced. Additional arguments are heard every day, but once in a while it is not a bad idea to get down to fundamentals and to emphasize the point that if everyone knew just what was going to happen to them there would be no need of insurance of any kind. Life insurance is important and necessary because it starts to work when it is needed most. "Buy your life insurance before it is one day too late," is still one of the best life insurance selling arguments.

### Licenses for One Case Men

ONE of the greatest evils and sources of expense in the life business is the indiscriminate purchase of licenses for men who write an occasional policy. There are literally thousands of men in each of the larger states who have a license merely on the chance that they may run into someone they know who is thinking of buying life insurance and they carry the license so as to be able to pick off the commission on a single case. They never solicit business and would not admit, if they were asked, that they are in the life insurance business.

Life insurance commissions are paid for work performed in inducing people to

insure and in educating them to the value of life insurance protection. The payment of indiscriminate commissions or rake-offs to people who run across occasional sales has long since been discontinued in the real estate, bond brokerage, automobile and every other large business employing salesmen; why should it persist in life insurance?

The remedy is easy. Simply get from the state insurance department a list of the licenses issued for each company, bulletin the list of licenses and companies to the regular agents in each city or town and go to work to have the licenses canceled for every man who has 'not a bona fide reason for selling life insurance.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

**Charles H. Langmuir**, superintendent of the Los Angeles branch of the New York Life, will, on Jan. 1, become assistant superintendent of agencies for the company at its head office. Born in Nyack, N. Y., in 1875, Mr. Langmuir early entered the service of the New York Life, working successively in its Paris and London offices and later in New York City. In 1907 he was transferred to Los Angeles where his success was such as to secure his latest important advancement.

**George A. Gilbert** of Chicago, manager of the Employers Liability of London, the premier company writing employers liability insurance in this country, who died on Thanksgiving Day, had for many years served as one of the directors of the National Life, U. S. A. Mr. Gilbert was greatly interested in the National. While he was a casualty man, his advice in the management and direction of the company was always excellent. President A. M. Johnson of the company was one of the honorary pallbearers.

The estate of the late **John B. Lunger**, vice-president of the Equitable Life of New York, who died June 12, 1919, totals \$401,985, with net assets of \$283,180. Mrs. Lunger, who resides in New York, will be the sole beneficiary of the estate.

**William T. Day**, father of **Darby A. Day**, manager of the Chicago agency of the Mutual Life of New York, died at his home in Casa Grande, Ariz., last week. William T. Day, a veteran, was one of the picturesque characters of the great southwest. He settled in Casa Grande with his family many years ago, and it was there that Darby A. Day spent his boyhood.

The elder Day was a veteran of the Civil War. He is survived by his widow, Mrs. Rosalie Lisle Patton Day; his sons, W. T. Day, Jr., and Darby A. Day, and a daughter, Mrs. J. D. Ludwig.

The **National Life & Accident** of Nashville, Tenn., as a result of the activities of its field force during "Life Department Week," has again written \$1,000,000 of life insurance during one week's time, putting the company within possible reach of the goal of \$10,000,000 this year. Many of the agencies went far beyond their allotment, especially notable records being made by those at Springfield, Mo., with 240 percent; Paris, 200 percent; New Orleans, 177 percent; Topeka, Kan., 133 percent, and Kansas City, Mo., 132 percent. The leader in individual production was W. H. Branan of Dayton, O., with \$26,000.

**Sidney J. Sax**, one of the veteran life insurance agents of the Fidelity Mutual in Chicago, died at his home last week. Mr. Sax, who was 52 years of age, has been for the last 12 years with the Chicago agency of the Fidelity Mutual. Prior to his going with that company he was with the New York Life. He is survived by his widow and one son. Mr. Sax was one of the founders of the Chicago Life Insurance Field Men's Club and served as a director.

The **Atlas Life** of Tulsa, Okla., has adopted an unusual and very effective selling feature for the holiday season in the form of a "Christmas Policy." The plan is to make the policy, no matter what form may be written, payable over a term of 20 years, with a specified amount to be paid to the beneficiary each Christmas Day for 20 years after the death of the assured. A very attractive Christmas letter expressing the desire of the applicant for the insurance to remember his loved ones after

he is gone, which is addressed to the beneficiary and is to be attached to the policy, has been prepared to be filled out by each applicant for insurance under this plan.

**Mortimer W. McCoy**, vice-president of the National Life of Des Moines, is dead. Death was due to pernicious anemia. His health had been failing for many months. He was long prominent in Iowa life insurance circles and prior to his affiliation with the National was with the Bankers Life of Des Moines.

**J. W. Thompson**, state manager for the Inter-Southern Life in Indiana died of goiter Nov. 27, from which he had been suffering for a couple of months.

**E. M. Ackerman** has taken hold of the insurance news department of the "Chicago Journal of Commerce." Julian Weddell, who is connected with the general agency of W. A. Alexander & Co., has been handling the department, but decided he could not give it sufficient time. Mr. Ackerman was formerly connected with the "New York Journal of Commerce" when Sumner Ballard was insurance editor. He entered military service and since his return has been engaged in insurance work in New York.

The **Western & Southern** of Cincinnati, which is rapidly completing the addition to its home office building at Fourth and Broadway, hopes to have the large room on the ground floor which is to be used for a dining room for the home office employees and officers and as a hall for company meetings and entertainments, finished by the time of the superintendents' convention Jan. 14-16. The company now has about 250 home office people. It expects that its present addition will serve the purposes of the company for the next three or four years, and by the end of that time it will probably have the second addition up, which will be of equal size to that now being constructed.

**Thomas S. Swirles**, formerly a well-known life man in Chicago, died suddenly a few days ago. Mr. Swirles was vice-president of the American Ink Company. At one time he was one of the big writers of the New York Life. He assisted in organizing the North American Life of Chicago and in partnership with Col. Thomas M. Knox, as Knox & Swirles, was one of the Chicago managers of the North American.

**William F. Wykoff**, formerly pastor of a Methodist church at Cleveland, O., has taken up life insurance salesmanship as a vocation. This week he becomes identified with the Cleveland office of the Connecticut General Life. Two factors influence Mr. Wykoff in taking up this profession, according to William R. Stuart, head of the Cleveland district organization. One is that he can continue service to mankind much in the manner that he did as head of a congregation. The other is that life insurance offers to him an opportunity to build up a pension for himself in old age.

"Like many other pastors, not only has the income proved insufficient in these times of high cost, but the work also involved such hardship upon Mrs. Wykoff, as with all pastors' wives, that they decided a change for something better in the way of income and offering more worthwhile living for themselves was necessary," says Mr. Stuart.

Mr. Wykoff is highly thought of by the clergy in his section and expected to prove equally successful in his new undertaking.

1894—1919

THE

# STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

ALMOST

**NINETEEN MILLION DOLLARS IN SECURITIES**

(\$18,458,500.00)

Deposited with the Auditor of State for the Sole Protection of Policyholders  
More than \$1,750,000.00 Above the Amount Required by Law

PROGRESSIVE CONSERVATIVE "FLU" PROOF

**The Growth of Oak—The Solidity of Granite**

On Agency Matters Address, CHARLES F. COFFIN, Vice-President

# Mutual Life of Illinois

HOME OFFICE

SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

## A Company of Service

*Service to Policy Holders**Service to Agents**Service to the Public*

Operators under the "Famous" Registration Act which requires the  
reserve on every policy issued to be deposited and held in  
Trust by the Insurance Department of the State

*Live Up-to-Date Policies      Ordinary Life      Limited Payment and Endowments*

A few good openings for good live producers in Illinois. Correspondence Invited

H. B. HILL, President

G. C. ROCKWOOD, Vice-Pres.

DR. J. R. NEAL, Sec.

**A** Life Insurance company which has recently added a disability department (Health and Accident Insurance) has an opening for a field man to take charge of the development of an agency force in the disability department. He must be a personal producer. State age, previous experience and terms.

**THE  
MIDWEST LIFE**  
N. Z. SNELL, President  
LINCOLN NEBRASKA

*Guaranteed Cost  
Insurance*

### LINES ARE DIFFERENT

#### LIFE AND DISABILITY COVER

##### O. J. Arnold Discusses Whether Life Companies Should Write Health and Accident

An illuminating discussion on "The Entry of Life Insurance Companies Into the Business of Accident and Health Insurance," was given by O. J. Arnold of the Illinois Life at the recent meeting of the American Institute of Actuaries. Mr. Arnold said that until a life insurance company is firmly established it should confine its activities to life insurance. Small companies that are still in the early stages of development should not burden their resources with the additional expense attached to the writing of accident and health insurance.

##### Has Built Up Prestige

In recent years, Mr. Arnold said, the attitude of the public toward life insurance has changed. The life insurance business has built up a prestige which is the growing company's most valuable asset. Much of this prestige is due to the unusual service which the life companies have been rendering to the public and the promptness with which they pay their claims. Death is the only contingency which they insure against, and as it is not difficult to establish proof of death the life insurance companies can pay their claims promptly and without any trouble to the claimant.

##### Accident Business Different

This is not true, however, with the accident and health business, Mr. Arnold said. Every claim calls for negotiation and adjustment. The nature of the disability must be proved and it

must be of the kind provided for in the policy and of the proper degree of seriousness. Frequently the claimant and the company disagree. There is some litigation, resulting in dissatisfaction and hard feelings. Because of this the public does not regard the health and accident business so favorably.

When a life insurance company enters the accident and health field, Mr. Arnold said, it loses much of that prestige which has been gained through prompt settlements and service. The public soon learns to look upon it in the light of an accident and health insurance company instead of a life company. Mr. Arnold declared that there are a number of small companies contemplating entering the accident and health business.

##### Selling Arguments Differ

Mr. Arnold said that the selling arguments in the accident and health business differ from those used in selling life insurance. The arguments of the health and accident salesman are based on selfishness. They promise something to the prospect during his life time. The selling argument of life insurance is family protection. It benefits the family rather than the assured himself.

Some of the advantages to be gained by a life company in entering the accident and health field were pointed out by Mr. Arnold. By combining the funds of the two branches of the business they make the assets of the company appear larger. Health and accident insurance may be sold on the strength of the prestige established by the life company. The losses of one branch can be paid through the profits of the other.

##### Each Has Own Problems

Mr. Arnold declared that accident and health insurance and life insurance are two distinct businesses in themselves. They require a separate or-

ganization to conduct them properly. Each has its own problems which must be worked out separately. The accident and health business is not so stable as the life business and its problems are far more numerous. Mr. Arnold concluded with the remark that the funds created through life insurance should not be used to provide additional capital so that accident and health insurance could be written.

Lawrence M. Cathles of the Southland Life supplemented Mr. Arnold's remarks, declaring that accident and health insurance was a business of compromise and adjustments. He said that a policyholder carrying accident and health insurance and life insurance in the same company would be apt to lapse his life insurance because of some dispute arising out of litigation over an accident and health claim.

##### Allowance of Disability Benefits

"Allowance of disability benefits payable immediately on receipt of proof of disability" was discussed by C. O. Shepherd of the Missouri State Life, who said that in almost all policies there was a uniform clause providing for the waiver of premiums upon receipt of proof of disability, but that the companies differed in the matter of the payment of benefits. Some companies do not make a first payment until one year after receipt of proof, while others pay immediately. According to Mr. Shepherd's opinion a reasonable length of time which should be allowed to elapse before the making of the first payment is six months after receipt of proof of disability.

##### Should Be Explained to Assured

The assured should be told when he is sold the policy that in the event of disability he will not receive a first payment until six months after he has filed his proof. This would give the companies plenty of time to seek additional information in the case and await

(CONTINUED ON PAGE 22)

# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

**Home Office: Lincoln, Nebraska**

**Assets - - - - - \$17,600,000.00**

KENSINGTON, KANSAS, October 1, 1920.

*Bankers Life Insurance Company,  
Lincoln, Nebraska.*

GENTLEMEN: Your agent called on me and delivered your draft for \$319.62 in settlement of policy No. 7517, which matured September 6, 1920, this being the surplus apportioned to this policy for \$1,000.00. He also delivered to me a Paid Up Participating Policy for \$1,000.00.

I have paid in premiums on this policy the amount of \$582.00 in the past twenty years. This leaves the paid up policy costing me \$262.38 and twenty years' protection, and will be paid at my death in full.

I am well satisfied with the settlement, and would advise any person to carry a reasonable amount of insurance and would advise them to invest in Bankers Life Insurance.

Thanking you for the settlement, I am

Respectfully,  
J. H. BALL.

*If interested in any agency or policy contract write Home Office, Lincoln, Nebraska.*

### TWENTY PAYMENT LIFE POLICY

Matured in the

### OLD LINE BANKERS LIFE INSURANCE

COMPANY

of Lincoln, Nebraska

Name of insured.....	J. H. Ball
Residence.....	Kensington, Kans.
Amount of policy.....	\$1,000.00
Total premiums paid.....	582.00

### SETTLEMENT

Total cash paid Mr. Ball.....	\$319.62
And a Paid Up Participating Policy for.....	\$1,000.00

**WOMEN ARE ADMITTED****CHICAGO FIELD CLUB MEETS**

**Review of the Work Is Given and Purposes of the Organization Presented**

A review of the purposes and work of the Chicago Field Men's Club was given at its meeting Tuesday evening. President I. B. Jacobs was in charge with an attendance of about 70 members.

In view of the fact that there were women present for the first time, President Jacobs introduced a resolution making women eligible to membership in the club. He also announced that a ways and means committee had been appointed with E. C. Platter, Massachusetts Mutual, as chairman, and a membership committee with John J. Williams of the Travelers as chairman. A resolution was adopted extending the sympathy of the club to the widow of Sidney J. Sax, of the Fidelity Mutual, and one of the charter members of the club, who died last week.

**R. W. Stevens' Address Read**

Mr. Jacobs read the speech of R. W. Stevens, vice-president of the Illinois Life, which was delivered at the recent convention of the Life Agency Officers' Association. At the conclusion of the paper, Mr. Jacobs said that if the club had accomplished nothing more in the seven years of its existence than to elicit the address of Mr. Stevens it had gone a long way toward attaining its purpose. He also recommended the adoption of Mr. Stevens' slogan, "Be a credit to the life insurance business or get out."

Frank W. Taylor of the Northwestern Mutual spoke on "The Objects of the Field Men's Club." Mr. Taylor traced the origin of the club, its early history, and described the many difficulties which were encountered and the opposition which the organization of the club provoked. He said that co-operation and mutual aid were necessary in the accomplishment of the ends for which the club was intended.

**H. W. Caldwell Speaks**

"The Value of Association" was the subject of an address by H. Ware Caldwell of the New England Mutual. Mr. Caldwell is particularly well fitted to discuss this subject, as he is chairman of the membership committee of the Y. M. C. A. He urged agents to carry on their work in the spirit of friendly rivalry. He said that there should be no antagonism in selling life insurance because it leads to questionable methods and lowers the opinion of the prospective buyer in the agent and in the business as a whole.

James H. Miles of the Union Central, a veteran member of the club, spoke on "What the Club Has Done." He described the organization work of the club and its early efforts at beneficial legislation. He said that the new Chicago brokers' license ordinance was a result of this work. While it was not entirely satisfactory in its present form it would be amended to meet the requirements of the insurance men.

**C. W. Olson Speaks**

C. W. Olson, secretary of the Illinois Insurance Federation, made many helpful suggestions to the club in his talk on "The Power of Organization." He traced the work of organization from the time that civilization first began to mould itself. The two big principles of organization, he said, were civilization and co-operation. The process of civilization was pictured as emphasizing the inter-dependability of all mankind.

The club should not be discouraged if it found it difficult to bring certain agents into its fold, Mr. Olson said. Patience is needed to bring men into any organization. Successful organization means sacrifice for someone. In

**AGAINST PART-TIMERS****LIMIT BROKERAGE BUSINESS**

**Opinion As to Entry of General Writing Officers in Life Field Unsettled at Cleveland**

CLEVELAND, O., Dec. 1.—Opinion on the question as to whether the general insurance offices writing fire or casualty business or their agents or brokers are breaking into the life end of the business to any significant extent is still unsettled in the Cleveland district.

"There is no attempt on the part of life interests to bar fire insurance men from writing life insurance here," says E. B. Hamlin of the National Life. "Here we have tried to limit fire insurance interests to one life company business, and this plan has been partly successful. We do not take brokerage business from regular life men. At the same time we do not discriminate against surplus lines."

In general life insurance interests believe there should be no part-time men in this branch of the business, on the ground that those who give their full time to developing this branch of the profession and do much of the educational and preliminary work are hurt thereby.

One leading agent asserts that the life man looks upon his work as a profession strictly, and that the entire situation is well controlled here by the view that the life man has no right to take other kinds of business and that the fire or other specialist has no right to sell life business. This same authority will not accept business from brokers at all.

**order to accomplish anything in organization someone must sacrifice and pay a price. It is this sacrifice, Mr. Olson said, that attracts new members to an organization. The human element plays a big part in the work of organization.**

**Tells of Federation's Work**

Mr. Olson explained the work of the Illinois Insurance Federation along the line of correcting improper legislation. He outlined the activities of the Federation during the primaries in the recent political campaign, stating that it was possible to work in politics without exercising any partisan prejudices. The Federation, he said, secured promises from both candidates for governor to the effect that socialistic tendencies and any movement toward state insurance would be curbed, that some effort would be made to establish the Illinois Insurance Department as an independent department, and that the next insurance commissioner would be a man who is capable and efficient.

**Jake L. Hamon's Insurance**

Insurance men were interested in the death of Jake L. Hamon, Republican national committeeman from Oklahoma and the state's richest oil man, who was shot in a hotel at Ardmore. He declared that he had been accidentally shot while loading a small pistol. The authorities have charged Mrs. Clara Smith Hamon, wife of the victim's nephew, with assault with intent to kill. It seems that Kellie M. Roach, general agent of the International Life of St. Louis at Oklahoma City, had delivered a \$200,000 life insurance policy to Mr. Hamon shortly before he was shot.

Mr. Hamon applied for the policy in the International Life about 30 days prior to the day he was wounded. The policy was delivered to him on the day he was shot. The International Life carried \$20,000 net. It is said that all in all Mr. Hamon carried \$500,000 insurance. Mr. Roach was talking to Mr. Hamon just a few minutes prior to the shooting. He was interested in some oil land in Montana with Mr. Hamon. Mr. Hamon's wealth is estimated all the way up to \$50,000,000.

# Public Life Insurance Company

Incorporated As a Stock Company Under The Laws of the State of Illinois

**Capital, \$500,000.00**

**Ordinary and Industrial Insurance Issued at All Ages From One to Seventy**

**ALFRED CLOVER**

General Manager, Chairman Board of Directors

LOUIS NAROWETZ, President

J. W. SINGLETON, Secretary

WILLIAM SCHAARE, M. D.  
Chairman of the Medical Board

**HOME OFFICE:**

108 South La Salle Street

CHICAGO

ILLINOIS

# Great Opportunity in Indiana

The Franklin Life Insurance Company has just entered Indiana and has some excellent openings there for General Agents. Contracts direct with the Company.

The Franklin is making phenomenal progress, having reached the \$100,000,-000 mark May 1st.

For information write the Home Office.

**Springfield, Ill.**

## TREATMENT OF UNDERRATE RISKS

Continuation of the Studies of Chief Actuary Hunter of the New York Life

**A**RTHUR HUNTER, chief actuary of the New York Life, continues his studies of substandard risks. These observations are most helpful. Mr. Hunter says:

### Use of Alcoholic Beverages

At the time this article was written the saloon was rapidly disappearing and it was very difficult to purchase alcoholic beverages. As a result the question of the use of alcohol has become less and less of a factor in dealing with applicants for life insurance, except in the case of the very small percentage of the population which has had the means and the inclination to lay in a supply. This may be seen by the fact that prior to the world war fully 25 percent of the total applicants who were charged by this company an advance for occupation were connected with the manufacture or sale of alcoholic beverages, while at the present time less than 1 percent are so engaged. We must still, however, deal with those, whether in the liquor business or not, whose habits have been unsatisfactory in the past, i. e., who formerly drank to excess occasionally or took daily more than was considered good for them. We must also consider those who, still having a supply of alcoholic beverages, use them to excess.

#### Mortality Experience

With regard to those who were engaged in the manufacture or sale of alcoholic beverages the extra mortality experienced by the insurance companies among saloonkeepers, among waiters who served liquors and among proprietors of hotels who attended bar, was about 75 percent. Clerks in breweries had an extra mortality of 30 percent; proprietors and managers of hotels where there was a bar but who did not attend it, 35 percent proprietors and managers of wholesale liquor houses, over 20 percent! In fact all classes investigated, save one, showed an extra mortality. The death rate among these men was high from cirrhosis of the liver, diabetes, apoplexy, Bright's disease and heart disease. The company was fully justified therefore in charging an advance in age to those engaged in the manufacture or sale of alcoholic beverages.

With regard to those who were not connected in any way with the liquor business but whose habits were unsatisfactory, either at time of application or formerly, three principal groups may be considered:

#### Steady Drinkers

1. Steady Users.—Those who were accepted by insurance companies at the regular rate of premium and who admitted taking two glasses or more of whisky per day, but who did not become intoxicated, showed an extra mortality of 85 percent. Even those who stated that they limited their consumption to one glass of whisky or its equivalent per day had an extra mortality of 18 percent. This experience was among persons whom the companies considered sufficiently good risks to accept at the regular rate of premium and who, apart from their daily use, were not considered intemperate. A man should accordingly be charged an advance in age if the company finds that he uses alcoholic beverages freely each day.

#### Occasional Users

2. Occasional Excess.—In the combined experience of the life companies the extra mortality among those who occasionally drink to excess ranges from 40 percent to 75 percent, depending largely upon the time elapsed since

the excess occurred. For example: those whose last excess was within two years from date of application showed an extra mortality of about 75 percent, while even those whose last excess was more than ten years prior to application showed an extra mortality of 35 percent. The experience of the New York Life was on the same lines, i. e., those who used alcohol to excess not recently but within five years prior to application showed an extra mortality of 45 percent. It is evident, therefore, that we cannot consider as standard lives those who drank to excess until recently even though they are now total abstainers by compulsion. In many cases their constitutions have been affected through their habits; and in other cases they have been intemperate in eating and in other ways because the lack of will, which resulted in their drinking occasionally to excess, would have also caused them to be self-indulgent in other habits of life.

#### Effect of Alcohol Cures

3. Took a Cure for Alcoholism.—The experience of our company shows an extra mortality of 70 percent among policyholders who had taken a cure for alcoholism but were temperate at date of application for insurance. There was a group in the combined experience of the forty-three companies of policyholders who had taken a cure for alcoholic habits and had been total abstainers from the date of cure to the date of application for insurance. Notwithstanding that they had been abstainers for several years before application the extra mortality was 35 percent. These experiences show that we cannot consider a person a first class risk even after he has ceased to use alcohol for several years.

#### Probationary Period

It has been shown by the experience of the insurance companies that men who used alcohol to excess in the past continue to show a higher mortality than the normal for several years after they become abstainers. Accordingly it is proper that the company should require a probationary period not only for those who are known to have been intemperate but also for those who have been steady users. A probationary period also of one year is required in the case of men who were formerly in the liquor business. Great care is taken to determine their habits while in the business, and if they are found to have used alcohol freely in that occupation, the policies are likely to be issued with an advance in age. Those who were moderate in their consumption of alcohol while in the liquor business are considered as standard risks one year after they have left that occupation, provided their present occupation is non-hazardous and provided their habits are first class. With regard to those who were not in the liquor business, it is evident from the statistics shown above that those who have used alcoholic beverages freely or to excess in the past have an extra mortality for a considerable time after they have reformed, and accordingly a probationary period, depending on the conditions, is required, or an extra premium charged.

### Syphilis

The company does not insure applicants with active syphilis but only those who have had it some time ago and are apparently cured. The disease is very stubborn. Statistical evidence shows that in spite of the most methodical treatment the word "cure" as applied to these risks does not mean that they are free thereafter from the disease or



**RUPERT F. FRY, President**

**F. J. THARINGER, Assistant Secretary**

*The*  
**OLD SIDE**  
Insurance  
MIL

Arrangements for exclusive territory can be made with this company in Wisconsin, Illinois, Michigan, Iowa and Minnesota.

JOHN E. REILLY, Secretary and Treasurer  
L. C. CORTRIGHT, Actuary

# WELLS LIFE

Insurance Company of America  
MILWAUKEE, WIS.

any of its results but rather that they are free for the time being from any active symptoms of the disease. Even if a complete course of treatment has been taken and the patient has been discharged as "cured" the insurance companies do not generally consider him a "standard" risk.

#### Mortality Experience

The combined experience of the companies, published in 1914, shows that the policyholders who had given a history of syphilis with a thorough continuous treatment of two years and one year freedom from symptoms had a much higher mortality than the normal. In fact no statistics have been published in any country which have shown a normal mortality among policyholders with a record of this form of blood poisoning. A considerable amount of light has been thrown on the subject by the various American life companies which have published the results of their experiences. The extra mortality has ranged from 35 percent to 80 percent, depending largely on the care in accepting these risks. While our mortality among the lives under discussion has been better than that of the majority of other companies we are not justified in accepting such applicants except on underaverage plans.

#### Substantial Advance Required

In the best type the advance in age is small but where the treatment has not been thorough or where the disease has been severe or the attack recent, a substantial advance is required. If, for example, there has been thorough treatment under adequate supervision for at least two years and there have been no symptoms for at least a year before discontinuance of treatment an extra mortality of from 40 percent to 50 percent is provided for; if not thoroughly treated an extra mortality of from 60 percent to 100 percent may be expected.

#### Affects All Ages

It is a mistake to assume that the effects of the disease are not felt until after middle age. The higher mortality occurs at all ages; in fact, the writer feels from a study of all available material that the effect of the poison is rarely, if ever, eliminated from the body. In the most favorable of cases the effect may be lost to all intents and purposes but in general it may be noted from the fact that the death rate from softening of the brain, locomotor ataxia and paralysis is five times that among lives accepted as "standard," while the death rate from other causes, such as heart disease and suicide, is distinctly above the normal.

#### Wasserman Test

A single blood test (the Wasserman), showing no trace of the disease, is not considered evidence of a "cure" but three such favorable tests are considered reasonable proof that the applicant is free from active disease at the time. The latter, however, would not entitle the applicant to insurance at the regular rate of premium.

#### Disability Benefits

The public is aware that the majority of cases of softening of the brain, and of locomotor ataxia are due to a recent or to a remote attack of syphilis. The company therefore is unwilling to grant disability benefits to applicants with a record of syphilis and this is the general practice of other insurance companies.

#### Appendicitis, Stomach Ulcers

While the above subjects are not related medically, they are from an actuarial standpoint as the hazard is a temporary and decreasing one. The company accordingly charges an extra premium for a short period of years. The extra premium is sufficient to cover only the extra mortality, and accord-

ingly no commissions are paid on it, and no dividends have been declared.

#### Appendicitis

When there has been a successful operation for appendicitis no additional mortality is expected, provided the appendix has been properly removed and all signs of trouble have disappeared. When, however, there has been an attack of appendicitis and no operation has taken place, there is liability to recurrence, which practically disappears after three years. The company does not accept persons who have had one attack within six months prior to application, or two attacks the last one within twelve months prior to application. After these periods an extra premium is charged for not exceeding three years if there has been one attack, and not exceeding four years if there have been two attacks. For example, a man who has had an attack of appendicitis twenty months ago, if there is no present evidence of appendicitis, would be charged an extra premium of \$5 per thousand for two years. Where there have been one or more attacks and there is suspicion of a return of the appendicitis, the company will either not accept the risk, or will charge a higher extra premium for a longer period than indicated above.

#### Ulcer of the Stomach

An ulcer of the stomach is the same as a gastric ulcer. In the experience of the Mayo Clinic, Rochester, Minn., it was found that 17 percent of those who had been operated upon died within three and one-half years after operation. This excludes the deaths during or immediately following operation. This is about two and three-fourths times the normal mortality (or an extra mortality of 175 percent), but with such a serious condition as gastric ulcer a much larger proportion of lives would undoubtedly have been lost, but for the skill of the Mayo brothers. It may be of interest to learn that there were only twenty-four operative deaths out of the 545 persons operated upon for gastric ulcer, such deaths including those who died in the hospital soon after the operation.

#### Temporary Extra Premium Required

A temporary extra premium is usually charged for gastric ulcer, if the risk is accepted. This extra premium depends upon the number of years elapsed since the applicant suffered from the ulcer of the stomach. An extra premium, for example, of \$15 per thousand for three years would be charged if the application for insurance were made in the fourth year following the ulcer, assuming that there had been no return and that the applicant was apparently in good health.

#### Duodenal Ulcer

The duodenum is the first part of the small intestine next to the stomach. The passage from the pancreas opens into it, and also the passage which conveys the bile from the liver. The experience at the Mayo Clinic shows that an operation for an ulcer of the duodenum is less serious than for an ulcer of the stomach. Among the cases operated upon for duodenal ulcer at that clinic there were less than 2 percent of operative deaths—that is deaths which occurred at the time of operation or within a short period thereafter. Furthermore, the mortality for three years following the operation was only one-third of that among persons operated upon for ulcer of the stomach.

A smaller extra premium is charged in cases where an operation has taken place than in those not operated upon because of the opinion of specialists, there is less liability to recurrence under the former than under the latter. If two years have elapsed since operation, and the applicant appears in good health, no extra premium is charged, but if he has not been operated upon an extra is required for six years after the attack.

Where there has been an ulcer in  
(CONTINUED ON PAGE 22)

THE  
ILLINOIS  
LIFE  
Has  
Business  
in  
Every  
County  
in  
Its  
Home  
State



## Intensive Cultivation

One rule of agency success in life insurance is intensive cultivation. For that reason the Illinois Life confines its activities to seven states. New territory is opened up only that men in the service of the Illinois Life may be advanced.

Our seven states are:

Illinois  
Indiana  
Missouri  
Kansas  
Oklahoma  
Michigan  
Georgia

**ILLINOIS LIFE**  
**Insurance Company**  
**CHICAGO**

JAMES W. STEVENS, President

**Greatest Illinois Company**



## The Prudential Insurance Company of America

Forrest F. Dryden,  
President

Home Office,  
Newark, N. J.

Incorporated Under the Laws of the State of New Jersey

# THE RIGHTS OF THE INDIVIDUAL AND THE SAFEGUARDS OF INDIVIDUAL RIGHTS

**R**IIGHTS and duties are personal. Pleasure and pain are personal. The combined rights of individuals make up the rights of nations, and the "rights" of nations sometimes clash. It was for the protection of these individual rights that Americans entered the war; it was to defend these rights that we raised vast armies, disciplined and equipped them, and sent them overseas to fight. It was for individual rights that our men fought so heroically. Their victory is a victory for individual rights.

Laws and Courts and treaties and bailiffs and armies are properly the safeguards of individual and national rights. The first law of mankind was club-law,—the law of the strongest—the law of the jungle. The ultimate law,—the law toward which Democracies are struggling,—will be the law which gives every individual his rights, harmonizing them with other men's rights.

In a Democracy men are assumed to have been born with certain inalienable rights which are protected and restrained by laws which men themselves more or less directly make and execute.

Laws are not rights; they should define rights and be their safeguard.

Apply this reasoning to Life Insurance and see how reasonable and how imperative it becomes.

The wife, who is the home-maker, and who, while making the home, loses the opportunity to earn an independent income, has the right to some sort of protection against the risk of her husband's death. Children have a right to be well brought up and well educated. These rights should be safeguarded as against the death or total disability of the husband and father. In most cases there is no safeguard except Life Insurance.

The rights of the individuals,—husband, wife and children,—are written in the policy, and are further safeguarded by the accumulations of the insuring company and by the laws under which it operates. You can't live real democracy without insuring your life.

The New York Life Insurance Company issues a Policy insuring against the risk of death or total disability. Behind each Policy is seventy-four years of experience, abundant resources, and the supervision of laws that define and maintain the rights of individuals.

NEW YORK LIFE INSURANCE CO.  
346 Broadway, N. Y.

DARWIN P. KINGSLEY, President

## LIFE AGENCY CHANGES

### UPJOHN TAKES A NEW POST

President Chicago Life Underwriters Becomes General Agent of the Equitable of Iowa

U. C. Upjohn, assistant general agent of the Penn Mutual Life in Chicago, has been appointed general agent of the Equitable Life of Iowa in that city, succeeding R. H. Pickering, who went with the Bowes & Merrick general insurance office some time ago. Mr. Upjohn will have charge of the Equitable office at 76 West Monroe street. The Equitable has two general agencies in Chicago, the other office being in charge of Crawford & Crawford. Mr. Upjohn is one of the well-known and progressive life insurance men of Chicago, being president of the Chicago Life Underwriters Association. He started in the business in 1903 and served the Northwestern Mutual for a number of years, both in Chicago and Los Angeles.

He was also for three years Kentucky general agent of the Pacific Mutual Life, with headquarters at Louisville.

### Dick Oliver

Dick Oliver, agency director of the New York Life at Denver, has been appointed supervisor of the southwestern department with headquarters at St. Louis. He has spent his whole business life with the New York Life. He began May 24, 1897, as an office boy in the Dallas office. On March 1, 1901, he became cashier of the San Antonio branch. Later he was made instructor at Dallas and then instructor at Austin, Tex., and then agency director at Austin. Later he became agency director at San Antonio and was appointed agency director at Harrisburg, Pa., July 1, 1907. On Sept. 1, 1914, he became agency director at Denver, where he brought the annual production up from \$2,370,000 in 1914 to \$7,516,661 in 1919. The southwestern department will comprise Missouri, Kansas, Oklahoma, Colorado and New Mexico after Jan. 1. Mr. Oliver has continually advanced in the New York Life and stands close to the home office.

### E. B. Thurman

The Missouri State Life has opened a branch office in Cleveland with E. B. Thurman as manager. Mr. Thurman was born in 1882 in Tennessee. He was graduated from Terrill College in 1900. He was a traveling salesman until 1913, when he went with the home office of the Phoenix Mutual. He represented the Phoenix later on in Cleveland, but in October of last year he resigned. He is prominent in Cleveland as a sales congress organizer, a lecturer on salesmanship and applied psychology. Mr. Thurman is a thorough-going life insurance man.

### M. H. Zacharias

Melville H. Zacharias, Detroit, Mich., has been appointed as special representative of the group insurance department of the Equitable Life of New York in that state. He will represent the company in other departments but will devote his particular attention to the development of group insurance in Michigan. Mr. Zacharias is a personal producer who has made a success in his work. He represented the Canada Life for a number of years, managing its agency in Michigan.

### F. M. Hastings

T. Louis Hansen, superintendent of agents of the Guardian Life of New York, was in Topeka, Kan., recently and appointed F. M. Hastings as manager for Kansas, to succeed George

## ACTUARIES

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## It does 3 things:

- ¶ Gives every Agent a Square Deal.
- ¶ Pays equal compensation for equal work.
- ¶ Affords every Agent the same opportunity for expansion and organization building.

These are three things which most agency contracts do not do. Does yours?

Ask about the Square Deal Contract

**Guardian Life**  
Insurance Company

Madison, Wisconsin

## OFFICE SUPPLIES

FOR INSURANCE AGENCIES  
"Everything for the Insurance Man"

THE NATIONAL UNDERWRITER  
1362 Insurance Exchange, CHICAGO

Godfrey Moore, who has resigned to organize a new life insurance company at Topeka.

The Topeka general agency has 75 agents and is the third largest producer of the company. Mr. Hastings formerly was district manager for the Knights & Ladies of Security and for the past four years has been a district manager for the Guardian Life.

#### Life Agency Notes

The Wisconsin National Life has established a district office at Ashland, Wis. William G. Gregory is in charge.

Edwin S. Renner, a graduate of Ohio State University, has been appointed to the Akron agency of the Cleveland district of the Connecticut General Life.

J. W. Plunkett, formerly of the Security Mutual of New York at Jamestown,

has recently become identified with the Travelers under A. T. Lynner, general agent, and will take over the Grand Forks, N. D., territory Jan. 1, 1920.

W. Rolla Wilson, vice-president of the Northwestern National Life, has announced the following new agencies: E. W. DeNio, Cedar Rapids, Ia.; J. R. Schultz, state agent, Oklahoma; A. M. Hannah, state agent, Arkansas.

H. V. Nierman, formerly with the Metropolitan, has been appointed manager of the Manhattan Life with office in the St. Paul building, Cincinnati. Mr. Nierman has made a good record with the Metropolitan and is planning to put the Manhattan on the map in southern Ohio.

W. H. Stark, for the past two years general agent at Fargo, N. D., for the Montana Life, has recently become identified with A. T. Lynner, general agent of the Travelers for North Dakota. Mr. Stark was with the Aetna Life for about five years before going with the Montana Life.

### NEWS OF LOCAL ASSOCIATIONS

#### DENNY MINNEAPOLIS SPEAKER

**Agency Manager of Central Life of Des Moines Well Received—New Attendance Record**

MINNEAPOLIS, MINN., Nov. 30.—The Minneapolis Association of Life Underwriters made another record at its meeting last week. The maximum attendance at any meeting in the history of the association was recorded, save in the case of joint meetings. The number registered was 122.

Dr. T. C. Denny, secretary and agency manager of the Central Life of Des Moines, was the speaker of the day. The study of human nature, he said, is one of the most advantageous studies that one can engage in. It is easier for the unsuccessful man to frame excuses for his failures than it is to win success.

We are just passing from a period of easy money to one of financial stringency. But we know from former experience or observation that the man who stayed by when money was tight is the man who has come to be known as the lucky "guy."

Some years ago a young man in Boston planning a certain career was hindered by physical impairment. He turned his energies into another channel, that of credits, and became known as Babson, the statistician.

It is a well-established fact that high interest rates are followed by low rates. Low production follows high production, with the consequent elimination of the less fit, just as now, when from many places men are being let out. In the time near at hand there will be more pressure on the part of certain life insurance men for advances than in the past few years.

Speaking of an experience of his own company in the case of 61 men who were deemed to be above the average in ability, it was found that the average length of the period of service of these men who received advances was seven months and that the monetary losses in these cases amounted to more than half of the amount advanced.

The man operating on the wage basis has not the high ideal that is necessary in the insurance business and the proper way of judging a man is not by his first year, but rather by the amount that stays on the books.

Dr. Denny received the closest attention from all present and if there was any disappointment whatever it was not in the quality, but rather because the talk was not longer continued.

Charles S. Lee of the New York Life and Jackson Ingham of the Northwestern Mutual were elected to membership. The name of Frank J. Dudley of the National was proposed. President J. Walker Godwin named an committee on constitutional revision W. K. Keating, E. P. Kelly, H. Y. Miller, C. M. Odell and C. N. Patterson. In view of the bereavement of one of the members, Robert J. Seiberlich, in the loss of his wife, a committee was appointed to express to Mr. Seiberlich the sympathy of the association.

Oklahoma City, Okla.—An all-day sales conference of the Oklahoma Association

will be held in Oklahoma City Jan. 8. The following committees have been appointed to work out the arrangements: Publicity, John W. Newbern, chairman; George C. Summy and Colin S. Campbell, attendance, Fred S. Goldstain, chairman; E. A. Braniff of Tulsa, H. L. Muldrow of Norman, Jack Horne, J. A. Todd and L. J. Stark; program, George E. Lackey, chairman, C. C. Day and R. E. L. Hitt; finance, J. N. Dyer, chairman, J. Henry Johnson and C. S. McGaughy; registration, Edgar C. Hill, chairman, Charles F. Linder and William A. Buchholz; reception and entertainment, O. F. Wilson, chairman, E. L. Klein and J. A. Driskell; banquet, Marmaduke Corbyn, chairman, Neal O'Sullivan and George T. Flanagan.

**Des Moines, Ia.**—Members of the Iowa Association are anticipating a keen meeting Friday night when Leslie C. York, superintendent of agents for the Equitable of New York, will talk on income insurance. The meeting will be held at the Chamber of Commerce at 6 o'clock. Mr. York is well known in Des Moines, where he was stationed some years ago for the Equitable.

**Cleveland, O.**—The next regular meeting of the Cleveland Association will be held at Hotel Winton Dec. 6. One of the features of the meeting announced by C. F. Criswell, secretary, will be the appearance of Franklin W. Ganse, from the home office of the Columbian National Life, Boston. Mr. Ganse is chairman of the executive committee of the National Association of Life Underwriters. At this meeting is expected to be a discussion of a new plan of practice for agents handling brokerage business.

**San Francisco**—C. J. Klinggaard, general agent for the Continental Life of Missouri in northern California and Nevada, has been nominated for the presidency of Northern California Association of Life Underwriters, succeeding R. B. Field, New England Mutual, whose terms expires next month. Jos. H. Gray, general agent New England Mutual, is named for vice-president, with Ray W. Crawford, general agent Connecticut Mutual, as secretary, and John H. Almy, superintendent Metropolitan Life, as treasurer. Field men only have been nominated for an enlarged executive committee of nine members.

#### Drake University's Insurance Course

Drake University at Des Moines, Ia., reports great success in the conduct of a course in insurance that is conducted in connection with the Drake School of Commerce. The course is designed to take care of those young men and women who have insurance in view at the end of their college careers. The Drake course combines both the theoretical and the practical. The first part deals with the thorough foundation of insurance, its economical development and the relation of insurance principles to social welfare. How mortality tables are made up and similar theoretical problems are taught.

Then comes the practical end of the course, when the student is required to visit the offices of Des Moines insurance companies and make concrete studies of the problems in which he is directly concerned. Prominent Des Moines insurance men lecture to the classes.

## THREE RULES:

The Northwestern Mutual Life Insurance Company was the pioneer in establishing rules to protect itself and its agents against evils which demoralized the business.

For twenty-seven years it has enforced a stringent **Anti-Rebate Rule**.

For twenty-three years it has observed a **No Brokerage Rule** which prohibits the acceptance of business from, or the payment of commissions to, other than an agent of the company. Exception only is made in the case of legitimate surplus business and then only from a licensed agent of another company upon an anti-rebate agreement from him.

For more than twenty-eight years it has adhered to its present **Civil Service Rule** which provides that all appointments to general agencies shall be made from those already connected with the company and otherwise qualified.

To the literal enforcement of these rules is attributed, in large part, the success, high character and the loyalty of the agency force of

### THE NORTHWESTERN MUTUAL

LIFE INSURANCE  
COMPANY



Wisconsin

J. O. LUAGMAN, President

DR. ANDREW JOHNSON, Secretary

## International Life & Trust Company

offers up-to-date contracts for good men.

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MOLINE, ILLINOIS

## Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

Monthly payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

## The Mutual Life Insurance Company of New York

34 Nassau Street, New York

**Business Good at Cleveland**

The last two weeks of November have proved bigger business getters than any time since last spring at the Cleveland office of the Phoenix Mutual Life. In the opinion of George L. Hunt, general agent, this may be due

to the interest developed by members of the local organization in the 10½ pound turkey he has promised to each member of the staff making the best showing until Christmas. "Our office is conservative in its operation," says Mr. Hunt, "and we do not notice any unusual lapsing at this time."

**Seventy-four years  
of experience behind  
The Complete Protection  
and  
Old Age Endowment Policies  
of  
Hartford  
*The Company of Service***

**WITH INDUSTRIAL MEN****Prudential Activities**

Agent Robert J. Tyler of the Davenport, Ia., district of the Prudential is making excellent progress in ordinary. Mr. Tyler is the leading agent for the year in the territory comprising Division F.

That Agent George W. Beisenstein of the Oshkosh, Wis., district is a strong believer in a good condition of account is evidenced by arrears of only 70 cents on a debit of over \$125 and advance payments of over 370 percent.

Independent Agent Richard F. Cischeck of the Milwaukee No. 2 district has completed 25 years of continuous service with the company.

Assistant Superintendent Berthold B. Schroeder of the Chicago No. 3 district, whose appointment to that position dates from Oct. 4, received his promotion as the result of meritorious service in the conduct of his agency.

Assistant Superintendent Edgar B. Whitecomb of the Lynn, Mass., district of the Prudential has been appointed superintendent. He has been in the Prudential service for 16 years, starting as an agent in Great Barrington, Mass. During 1919 he led the entire assistance force of Division C in industrial results.

**Union Central Sells Property**

The Union Central Life of Cincinnati has disposed of its property at the southwest corner of Race and Fourth streets for \$380,000. The company purchased the site some years ago, expecting to erect an office building there, but made a deal with the Chamber of Commerce instead. The company still owns two corner sites on Fourth street, its

present home office building and the building which was occupied for many years as a home office at the corner of Fourth and Central.

**Lion Life's Plans**

The Lion Life has been organized at East Chicago, Ind., to write business on the stipulated premium plan. The people behind the Lion Life are organizing the Old Line Life of Indiana on the legal reserve basis. It is the intention to reinsure the business of the Lion when the legal reserve company is established. It is also stated that the Commonwealth Life of Chicago will be reinsured in the Old Line Life. Thomas Connelly, the president of the Lion Life, is secretary of the Commonwealth Life. Charles Connelly is vice-president and John J. Kerchner is secretary and treasurer. The Lion is only doing business in Indiana at present.

**British Agents Strike**

British insurance offices, both fire and life, have been seriously affected by the trouble between employers' organizations and the companies, according to advices from London. The employees of the General Accident, who are members of the Guild of Insurance Officials, have gone on strike and it is announced also that some 3,000 agents employed by the London Mutual Assurance Society had been ordered by the Amalgamated Union of Life Assurance Workers to cease work Nov. 25. The agents' demands are principally for higher pay.

George K. Denton, former member of congress and for many years general counsel for the old Intermediate Life at Evansville, Ind., is heavily interested in the oil fields in McLean and Warren counties, Ky.

**MUTUAL TRUST LIFE INSURANCE COMPANY****FOUR FACTORS TO SUCCESS**

Interest on Mean Invested Assets . . . . .	5½%
Actual to Expected Mortality . . . . .	48 %
Ratio of Cost, New Business to First Year Premiums .	62 %
Ratio, Total Insurance Expense (less cost of new business)	15 %

**A Conservatively Progressive Company**

New Business Being Written at the rate of Thirty Millions for 1920

HOME OFFICE: 30 North La Salle Street, Chicago

**LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR  
Monthly Pension Bonds**

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Under Our Service Pension Contract

**THE LA FAYETTE LIFE INSURANCE CO.**

LA FAYETTE, INDIANA

A. E. WERKHOFF, President

W. W. LANE, Secretary

**PAN AMERICAN LIFE INSURANCE COMPANY  
NEW ORLEANS, U. S. A.**

CRAWFORD H. ELLIS, President

Total Resources Dec. 31st, 1919, - over \$7,500,000.00

Insurance Issued during 1919 - over 26,000,000.00

Insurance in force Dec. 31, 1919 - over 70,000,000.00

**THE PAN-AMERICAN WAY**  
IN KEEPING with the higher Ideals and Ethics of the business, the Pan-American does not seek to employ agents of other companies, but by interesting men of intelligence, character and clean record, instructing them by correspondence, and assisting them by the active co-operation of specially trained men, it has built up a field organization that is prosperous and contented.

What these agents are doing, you can do, if you have the will—the Pan-American Way is open to you.

Address: E. G. SIMMONS, Vice-President & General Manager,  
New Orleans, La.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May. PRICE, \$3.00 and \$1.50 respectively.

### PENN MUTUAL POLICY CHANGE

#### Full Paid Participating Life Option Incorporated in Regular Endowment Form

The full paid participating life option which has heretofore been a feature of the optional endowment of the Penn Mutual is now incorporated in the new form of regular endowment. The privilege is given at a designated date prior to endowment maturity, of continuing the policy thereafter as full paid participating life insurance without any evidence of insurability. The time at which this option is available is definitely stated in the contract and is reached when the cash value becomes at least equal to the corresponding net single premium on the life plan at the insured's attained age; any excess of cash value over the net single premium is payable in cash, together with any dividends then to the credit of the policy. If the option is not exercised on the stated date or within one month, it will not be available thereafter, and if disability benefits were contained in the endowment policy, they will be discontinued upon surrender of the policy for full paid life insurance. This form of endowment will not be issued for ages over 55 nor for shorter endowment period than 10 years.

#### Amicable Life

The new rate book of the Amicable Life of Waco, Tex., has been issued. The premiums start at age 17 instead of age 16. The changes in rates are indicated by the following per \$1,000 shown at age 35: Ordinary life, old \$21.19, new \$21.63; 20-payment life, old \$29.78, new \$30.41; 15-payment life, old \$34.07, new \$36.69; 10-payment life, old \$46.16, new \$49.19. The company issues a new line of 30, 25, 20, 15 and 10-year endowments without the coupon savings feature. It is now issuing the coupon savings policy on the 20-payment plan only. It issues two term policies, five years convertible prior to due date of fourth annual premium and seven years' convertible prior to due date of fifth annual premium, non-renewable, amounts not less than \$2,500 or more than \$10,000. It is also issuing monthly and annual installment policies and a line of return premium policies. The company now issues a permanent and total disability clause covering waiver of premium and \$10 per month.

#### Mutual Life of New York

The Mutual Life of New York has announced to its agents that there will be an increase in the dividend scale of about 7 percent on one year policies and more on contracts that have been in force for more than a year. The new scale is now being worked out, and will be published in about a month. The Mutual Life is the first of the big New York companies to announce a general increase in dividends.

#### Old Line Life, Milwaukee

The Old Line Life of Milwaukee has gotten out a new rate book. It is hand-

somely bound and completely indexed and has the working advantage of having the rates multiplied out in the amounts of \$1,000, \$2,500 and \$5,000. Four new policies are announced, the 30-year endowment, 20-year payment endowment at 65, 20-year endowment beneficiary's monthly income and five-year term beneficiary's monthly income. The rate book also contains the announcement of the new disability clause providing for waiver of premium together with an annual annuity of one-tenth the face of the policy during disability. The clause does not in any way act as a lien against the policy maturing as an endowment or a death claim. The book is a complete manual of instructions embodying 370 pages in vest pocket size.

#### Lincoln National Life

While the Lincoln National has taken no formal action in reference to its dividends for the year 1921, they will probably be in accordance with the same scale as for 1920. The Lincoln is paying dividends in accordance with the same scale which was in effect prior to the influenza epidemic and the period of the war.

#### North American Life, Omaha

The North American Life of Omaha has not definitely decided the question of its 1921 dividends, but it is quite possible that it will resume the payment of dividends on the 1918 scale. The company passed dividends in 1919 and in 1920. It has practically decided to resume payment of dividends and it is quite likely that it will be on the 1918 basis.

#### Bankers Reserve Life

The Bankers Reserve Life of Omaha will make no change in its dividends for 1921 from the scale used in 1920.

#### Great Northern Life

The Great Northern Life of Grand Forks, N. D., will use the same dividend scale in 1921 as in 1920.

#### Farmers Life, Denver

The Farmers Life of Denver will probably make no change in its dividend scale for 1921.

#### Jefferson Standard Life

The Jefferson Standard of Greensboro, N. C., has just issued a ruling that the disability clause will be granted to single women and widows, earning their own living, at some recognized occupation, at male rates, for the disability clause. Disability ceases at marriage or attainment of age 60, which ever is first. Not over \$10,000 insurance will be issued on this form.

#### National Life of Vermont

The National Life of Vermont is planning to revise its policy forms. There will be no radical changes and the rates will remain the same. The present dividend scale will also be continued.

#### National Guardian Life

The National Guardian Life of Madison, Wis., which commenced the issue of participating policies on April 1, 1920, will pay its first dividends thereunder in April, 1922.

### Comparison of First Year Dividends

The following is a comparison of first year net cost of eleven 3 percent companies that pay first-year dividends.

and also the Travelers, which is on the nonpar basis. The comparison is on the basis of the 1920 scale:

Company	25	30	35	40	45	50	55	60
Berkshire	\$17.69	\$20.18	\$23.38	\$27.56	\$33.12	\$40.59	\$50.66	\$64.41
Connecticut Mutual	17.95	20.47	23.71	27.97	33.67	41.44	52.10	66.87
Massachusetts Mutual	16.42	18.83	21.95	26.02	31.51	38.94	49.15	63.20
Mutual of New York	18.18	20.62	23.78	27.92	33.46	41.01	51.37	65.73
Mutual Benefit	16.03	18.47	21.59	25.63	30.96	38.12	47.75	61.05
National	16.77	19.21	22.35	26.43	31.81	39.00	48.55	61.44
New England	17.25	19.75	22.85	27.05	32.60	39.95	49.70	62.90
Northwestern	16.18	18.56	21.61	25.59	30.97	38.12	47.50	60.12
Penn	16.34	18.76	21.86	25.90	31.23	38.91	49.37	62.89
Phoenix	17.12	19.49	22.54	26.62	32.49	40.05	50.10	64.08
State Mutual	18.07	20.59	23.83	28.97	35.78	41.82	51.62	65.72
Travelers (Non par.)	15.10	17.19	20.11	24.21	29.77	37.79	48.98	63.08



## ILLINOIS

If you live in Illinois, or want to locate there—NOW is your chance. We have some excellent territory open in which we want to place some real live men—men who will appreciate a Direct Home Office Contract with big first year Commissions and Renewals that are worth while.

We make it easy for you to sell our Policies by giving you the best policies to sell, and then showing you how to sell them. We give unlimited service to Agent and Policyholder alike.

We know you'll like our proposition. Address a letter to the Secretary today.

### Marquette Life Insurance Company

Julius M. Gass, Secretary

SPRINGFIELD

ILLINOIS

### The Marquette "Has Stood the Test"

### QUALITY INSURANCE—CHARACTER SALESMEN

#### Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper Intestinal Equipment, who is "Four Square" and willing to work; can make not less \$20,000.00 per year helping us to continue the breaking of all Life Insurance records. Great opportunity for the men who can qualify! From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS  
TOPEKA, KANSAS

### OHIO NATIONAL LIFE INSURANCE CO.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance. The Ohio National pays agents well for their work and backs them with all its power and facilities. Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER

President

T. W. APPLEBY

Secretary and Agency Manager

### THE INSURANCE SALESMAN

It's a monthly magazine for the Life Insurance salesmen, \$1.50 a year. Order a subscription by mail. Insurance Salesman, 1362 Insurance Exchange, Chicago, Ill.

Organized 1871

## Life Insurance Company of Virginia

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company  
Issues the Most Liberal Forms of Ordinary Policies from \$1,000.00 to \$50,000.00  
and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1919

Assets	\$ 20,700,133.74
Liabilities	18,650,203.62
Capital and Surplus	2,049,930.12
Insurance in Force	176,501,808.00
Payments to Policyholders	1,851,338.97
Total Payments to Policyholders Since Organization	\$23,840,173.80

John G. Walker, President

## Chicago National Life Insurance Co.

10 South La Salle Street

### NOW ORGANIZING

APPLICATIONS WILL BE CONSIDERED FROM COMPETENT  
MEN FOR TERRITORY IN ALL PARTS OF ILLINOIS

## THE PERFECT PROTECTION POLICY OF THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.



## State Mutual Life Assurance Company

OF WORCESTER, MASSACHUSETTS

Incorporated 1844

1919—SEVENTY-FIFTH ANNIVERSARY YEAR

For 75 years—far longer than the average life—the STATE MUTUAL has furnished unsurpassed protection and service.

Additions are made to our agency force when the right men are found.

B. H. WRIGHT  
PresidentSTEPHEN IRELAND  
Superintendent of AgenciesD. W. CARTER  
Secretary

## Are You Permanently Established?

Write for Territory  
Pennsylvania—Ohio—West Virginia  
PHILADELPHIA LIFE INSURANCE CO.  
PHILADELPHIA

One SECRET OF OUR SUCCESS IS We have a contract for you under which your income will be limited only by your activities

A REAL PROPOSITION FOR A REAL MAN

FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN

Cash Capital, \$200,000.00

V. D. CLIFF, President

"SAFE AS A GOVERNMENT BOND"  
**The OHIO STATE LIFE**  
LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.  
SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS  
Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

### EXPECT CITY TO ACT

#### TO ENFORCE NEW ORDINANCE

New Line-up in Chicago Will Undoubtedly Lead to Activity as to Brokers' Act

The appointment of a new chief of police and the general shake-up in the police and city hall machinery in Chicago seems to have had a decided effect on the enforcement of the new insurance broker's license ordinance, which requires the payment of a license fee of \$25. It was intimated at the license department of the city hall that from 30 to 50 insurance men are now being investigated by the police and that a number of cases for violation of the ordinance will come up soon in the license branch of the municipal court.

A most interesting development in this connection is the announcement by the license department that no more cases will be nolle prossed after they have once been cited for hearing. This order came from the prosecuting attorney's office and is being rigidly observed. This means that there will be no more "fake" cases appearing on the court docket. When a man is cited for violation of the ordinance, he will not be permitted to produce an old license or buy a new one while he is awaiting a hearing and upon presenting it to a license clerk have his case nonsuited, but will be forced to appear before the judge and answer to the charges made against him.

Chicago insurance men are awaiting developments with a great deal of interest. Opposition to the ordinance appears to have died down. It is generally felt that a strong campaign of prosecution by the city authorities now will create the proper respect for the ordinance and that the issue of 1921 licenses will be fully subscribed to by all who come under the ruling and classification of an insurance broker.

#### KENNICKOTT IS MADE MANAGER

New Head of the Union Mutual Life Office in Chicago Has Been Appointed

W. C. Kennicott, a prominent life insurance agent of Chicago, has been appointed manager of the Chicago agency of the Union Mutual Life of Portland, Me. He succeeds Byron C. Howes, who resigned about a year ago to go with the Union Central in Chicago.

Mr. Kennicott is an experienced life insurance man. He has been with the Union Mutual in Chicago for more than 22 years. He went with that company when the late H. S. Dale was manager of the Chicago agency.

The taking charge of this agency by Mr. Kennicott means a boom in the business of the Union Mutual in Chicago. He is an active and aggressive agency man. Like most successful life insurance men, he believes that business cannot be gotten by hanging around the office. He spends the greater part of his time on the street. He hopes to radiate this spirit to each member of his agency force and thus set a new production mark for his company in Chicago.

#### Commissioner Arrington Resigns

Leslie K. Arrington, insurance commissioner of Tennessee, has resigned, effective at once, and Thomas E. Miles, who has been a deputy in his office for three years, has been named as his successor. Mr. Arrington will become manager of the Southern Mutual Insurance Bureau, with headquarters at Nashville. He has served as insurance commissioner since 1917, holding over under two state administrations.

### A Lusty Young Company

with \$20,000,000.00 of Life Insurance in force, wants an energetic, willing-to-grow man to

#### Head its Renewal Department and Assist in the Agency Department

A great opportunity. Give complete, specific information about yourself and what you have done in the first letter, and tell why you think you can fill the place. Address 11-G, care The National Underwriter.

## HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$37,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

W. A. R. BRUEHL & SONS  
General Managers  
Central and Southern Ohio and Northern Kentucky  
Rooms 601-606 The Fourth Nat. Bank Bldg.  
CINCINNATI, OHIO

HOYT W. GALE  
General Manager for Northern Ohio  
229-233 Leader-News Building  
CLEVELAND, OHIO

The old line

## Cedar Rapids Life Insurance Company of Cedar Rapids, Ia.

Wants three state agents for  
Central West

### A Good Chance for Reputable Men

*The*

## Columbian National Life Insurance Company

ARTHUR E. CHILDS  
PRESIDENT

Boston, Massachusetts

### Life, Accident and Health Insurance

Low Guaranteed Rates

**LIFE INSURANCE HAS FAILED**

(CONTINUED FROM PAGE 2)

careful husbandry of great wealth, has brought into competition with other forms of capital, enormous sums of money, can justly expect equal tax consideration with the fraternal system? That is one of the incidental points to consider in deciding on a general tax system.

THE pamphlet concludes with the query, "Why penalize a man who takes upon himself the care, support and education of his family during his lifetime, and who provides for their future support and education by carrying life insurance?"

The answer is, for the identical reason that the state "penalizes the man who takes upon himself the care, support and education of his family during his lifetime, and who provides for their future support and education" by running a butcher-shop!

At least, that is what the average legislator will say and his say makes a much louder noise than that of a grand chorus of life insurance men!

LIFE insurance lacks a plan of taxation. Before it can make progress, even, it must have a definite one and then abandon platitudes.

Life insurance is not a tax upon a tax; and to tax "prudence, thrift and foresight" is a perfectly proper procedure.

The farmer has just as much right to contend that his business is precisely as important to public welfare and just as much entitled to tax consideration as life insurance, and if he does so contend, what answer can life insurance make?

What if a legislator maintains that all forms of life insurance—fraternal, stock and mutual—should not be taxed alike, what ready and accepted plan is there to advocate?

Judge Coffin (and by the way, he is one of the men who, some day, will help settle this problem) once wrote me about state taxation, and among other things he said that "one swallow does not make a summer," meaning that one or two hard nuts to crack in considering this question do not necessarily conclude it.

HERE are a couple of typical legislative questions, however, which have been asked:

Why are not the thrifty men who have stocks, bonds and real estate to the value of \$25,000 to leave to their widows and orphans, just as much entitled to tax consideration as the thrifty men who have full paid policies for \$25,000 to leave them?

Why is the business of life insurance to be distinguished from any other business when it comes to taxation?

Modifications of these two questions frequently have been presented and generally they are answered weakly. The old platitudes no longer grip. We should have an institutional answer.

Life insurance must decide upon a plan and stick to it. Perhaps the idea of the American Life Convention is about the best that has been advocated, all things considered, to wit, 1 percent of premium receipts. This has the advantage of being simple, easily and positively ascertained and reasonably proportionate to the taxes paid by other businesses; but the trouble is, that other bodies, affiliated and collateral, have not come out four square in favor of it.

Some still hope for a scientific solution of the problem. All right, but no life company or official has offered any plan. The Wisconsin State Tax Commission is the only body which really and sincerely has undertaken to offer a scientific system and the legislature to which it presented its plan, promptly rejected it.

NOW is a good time to accomplish something along constructive lines. These are days of change and readjustment. The institution too long has allowed compromise amiably to follow expediency.

The tax problem should be solved once for all. Life insurance now is a house divided against itself.

It will take time to do this, but both life insurance and legislation appear to have plenty of time.

Let representatives of all interests, constituent of and allied to, life insurance, meet and determine upon some uniform and affirmative system which all can and will heartily advocate and support. Then apply the philosophy of Robert Lynn Cox.

It so happens that the company of which he is now an officer holds the

**National Life Insurance Company****MONTPELIER, VERMONT**

FRED A. HOWLAND, President

**A MUTUAL COMPANY**Which for  
**SIXTY-NINE YEARS**Has protected the  
**HOME AND FAMILY**

EDWARD D. FIELD, Superintendent of Agencies

*Ambitious, productive and Trustworthy Life Agents  
may be BENEFITED by corresponding with the***Berkshire Life Insurance Company****Of Pittsfield, Massachusetts***Incorporated 1851**New Policies with modern provisions  
Attractive literature*

W. D. WYMAN, President

W. S. WELD, Supl. of Agency

**WANTED** District Managers for  
Lima, Ohio  
BY  
**THE GEM CITY LIFE INSURANCE CO.**  
OF DAYTON, OHIO

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company

**"SOMETHING NEW FOR AGENTS"****National American Life Insurance Company****Burlington, Iowa****37,005 PEOPLE**

wrote to us last year and asked for an illustration of our "Income for Life" at their age. This valuable lead service explains why our 1919 business showed a gain of 81 per cent. The Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$179,000,000. Faithfully serving insureds since 1878.

*A few agency openings for the right men.*  
**THE FIDELITY MUTUAL LIFE INSURANCE COMPANY**  
WALTER LE MAR TALBOT, Pres., PHILADELPHIA

**ONLY RURAL OLD LINE COMPANY**

Low participating rates; double indemnity insurance; shortest, cleanest policies in the world; complete protection disability clause.

**THE AGRICULTURAL LIFE INSURANCE COMPANY OF AMERICA**

FRANCIS F. McGINNIS, President, General Counsel and Founder

*We are writing at the rate of six millions a year and have a particularly attractive proposition for men with clean records who can deliver the goods—as General, State or District Agents*

WILLARD E. KING, Vice President and Manager of Agencies

FRANKLIN A. BENSON, Secretary and Superintendent of Agents

Home Office: BAY CITY, MICHIGAN

**Standard Life Insurance Company****HOME OFFICE, DECATUR, ILLINOIS**

All we ask is an opportunity to show to the up-to-date Agent either part time or whole time that we have the best proposition and opportunities for his future success.

*Approximately \$35,000,000 insurance in force.*

Address the Company at once for agency contract and territory. Salary and expense allowance arranged for where conditions justify it.

Company operates in Michigan, Iowa, Illinois, Nebraska, Kansas, Oklahoma, Missouri and Indiana

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

**CENTURY LIFE INSURANCE CO., INDIANAPOLIS**

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men of Indiana who believe in the ability of the management to build a real life insurance company.

Managed by men experienced and familiar with all departments of life insurance work.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work

## Insurance in Force Over \$245,000,000

For co-operation  
with agents in securing the  
complete satisfaction of policyholders

### The Equitable Life Insurance Company of Iowa

maintains a SERVICE Department which  
opens for them a broader field  
of opportunity and  
assures success

New Business in 1920 Over \$52,000,000

## WE WANT MEN

Capable of organizing and managing district agencies in Iowa, Missouri, Illinois and Indiana—men who can handle men and are "closers" and workers. Write now, telling what you have done. Address

### Farmers National Life Insurance Co.

3401 Michigan Avenue  
CHICAGO, ILLINOIS

## More Than One Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this Company. A study of the following growth in ten years is invited:

	Jan. 1, 1910	Jan. 1, 1915	Jan. 1, 1920
Assets	\$ 4,867,379	\$ 8,763,566	\$ 18,682,446
Policies in Force	342,972	551,969	1,058,956
Insurance in Force	44,780,907	79,619,435	191,495,761

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Western Pennsylvania, Michigan, Illinois and Missouri.

**The Western and Southern Life Insurance Co.**  
W. J. WILLIAMS, President      CINCINNATI, OHIO  
Organized February 23, 1888

## RARE OPPORTUNITY

### Two General Agency Openings In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

THE COMPANY NOW HAS MORE THAN \$76,000,000  
OF INSURANCE IN FORCE

**The Minnesota Mutual Life Insurance Co.**  
ST. PAUL, MINNESOTA

winning cards in this game of tax settlement.

If President Haley Fiske of the Metropolitan Life would only give the word to proceed intensively after the adoption of a plan, the machinery which he could set in motion under the genius of his guiding hand would probably work an ultimate settlement of this grave and irritating problem.

His way to success would lie through education; and no one knows better than he how to educate.

Which reminds me that once upon a time a man diligently wrote 196 pages of typewritten manuscript for a book on state taxation. Then it occurred to him to submit it to some one for suggestions before he became utterly weary in well-doing. He took it to one of the ablest life insurance officers in the United States. This man kept the manuscript a week and then sent for the author.

"This is a splendid work!" he exclaimed. "It is well written and shows much earnest, conscientious thought. What do you propose to do with it?"

"I thought it might be printed in book form," the author timidly replied.

"Oh, I see!" the officer responded. "Well, who the —— would read it?"

The author never answered; he picked up his "script," returned to his desk, laid the portfolio aside and has written not a single line on the subject from that moment to this.

One phase of the experience of that young author is about to be duplicated. This article already has exceeded reasonable space, although much more could be said on the subject, but to use my own words:

"Who on earth would read it?"

### LINES DECIDEDLY DIFFERENT (CONTINUED FROM PAGE 10)

the outcome of the claimant's condition. If the assured is aware of the time limit he will not expect a payment until the six months have elapsed. Mr. Shepherd declared that disability up until this time should be covered by accident and health insurance. The payment of claims immediately upon receipt of proof of disability does not provide sufficient time to get full information, and there is liable to be any number of invalid claims paid.

#### Time Limit Should Be Provided

In cases where disability is caused by the loss of both arms or both legs as provided for in the policy immediate payments can be made because the evidence is conclusive, but where disability is caused by tuberculosis or insanity it is not so easy to determine whether or not it is a case of total disability. In such cases a time limit should be provided because the idea of the disability benefits is to provide against the dangers of the future and not immediate dangers. The policyholder should be given this impression of his policy.

### WRITING UNDERRVERAGE RISKS

#### (CONTINUED FROM PAGE 13)

either the stomach or the duodenum, a certificate is required from the operating surgeon, or from the attending physician, without expense to the company, so that the facts regarding the ulcer may be determined.

#### Cancer

There are several kinds of so-called malignant tumors which are spoken of as cancers, such as sarcoma, carcinoma and epithelioma. The company considers only cases that have been operated upon and that have had no recurrence. As a rule, insurance on any terms is not considered until at least three years have elapsed since the operation. After that time, the extra premium depends upon the type of cancer, and the part of the body affected. The extra premium in the fourth year after the operation would, for example, be three times as great for cancer of the intestines as for epithelioma of the lip.

William O. Ferguson, district agent for the Penn Mutual Life at Evansville, Ind., will be among the leading business men of Evansville who will go to Dawson Springs, Ky., to attend a banquet given by the business men of that city to talk over business conditions and the proposition of good roads.

## BAN ON JOINT WRITING

### MAY CUT OUT BIG POLICIES

Texas Life Underwriters Worried by Attorney General's Ruling on Joint Contracts

DALLAS, TEX., Dec. 1.—Texas life underwriters are "up in the air" over a decision of the attorney general's department concerning the writing of joint policies. That opinion said: "The writing of a joint policy by two insurance companies where both are in the same line of business would constitute a violation of the Texas anti-trust laws, since such joinder would eliminate competition."

Dallas life underwriters declare if the ruling is to be taken literally it will probably mean a revolution in the writing of big policies. They claim that the ruling "two insurance companies in the same line of business" may be taken to mean "two or more companies" and this would wipe out big policies, since no Texas company is accepting single risks for even \$100,000, and generally not more than \$50,000.

#### Big Policies Always Divided

The Dallas companies which have written, or rather accepted applications for, policies on a single individual for \$250,000 have always divided these risks among several companies, although the company accepting the application delivered the policies. They claim that if the ruling is to be taken literally it would include reinsurance companies, since many of them do a straight life business and would be "in the same line." If the ruling is accepted as a matter of law, the companies claim there will be no more accepting \$100,000 life applications and having another company writing the same line of risks taking \$50,000 of the risk.

But that is not all. If the ruling is taken for what it says, the big insurance policies are a thing of the past, since one insurance company could not afford to have all its assets tied up in a half dozen risks, the insurance men say.

There has been no amplification of the ruling of the attorney general and until there is one, as applied to special and specific cases, the Dallas underwriters will continue accepting policies for any and all amounts. If the ruling actually prohibits the calling in of companies doing the same line of business or reinsurance companies to assist in carrying the risks, there is a possibility that policies for more than \$10,000 or \$20,000 will not be acceptable to Texas insurance companies, and as a result much of the business will be done out of the state.

If the ruling is meant to enforce what the face of it says, there will be some legal battles in Texas before the underwriters accept it. They are already claiming that on the fact of the ruling the contentions are confiscatory and unconstitutional.

#### Farmers & Bankers in Good Shape

President H. J. Lindsley of the Farmers & Bankers of Wichita, Kan., announces that the progress of the company has been in no way impeded by the recent efforts to secure control of its stock. The company is doing a good business and its agency force is in no way impaired by this movement. The company has more than \$31,000,000 of business in force and is building up a strong surplus. In the past two years the new business has been acquired at a lower cost per thousand than at any previous time since the company started, notwithstanding the higher cost of some departments.

"The Farmers & Bankers is not for sale," said President Lindsley. "During the past four months this company has

December 2, 1920

## The Provident Life and Trust Company of Philadelphia (Penn.)

Provident agents are selling not only protection but satisfaction.

The policyholder who matures a Provident Long Endowment is a center of Provident influence in his community.

**PROTECTION + THRIFT = SATISFACTION**

experienced an effort on the part of one of its agents and its associates to secure options direct from its stockholders on a majority of its stock for the purpose of selling the company to other interests. Beyond any question the company can depend on the staunch loyalty of more than two-thirds of its stockholders.

### Public Life's Celebration

The Public Life of Chicago held a banquet at the Hotel La Salle, Chicago, Wednesday evening, in honor of the completion of the organization of its health and accident department. The purpose of the banquet was to bring together the stockholders of the company so that they might join in with the company officials in celebrating the final step in the organization of the Public Life, which is now doing a life, health and accident business.

Several hundred stockholders, as well as a large number of guests, responded to the invitations which were sent out. Alfred Clover, chairman of the board of directors, presided and gave a short talk. Several of the other company officials also spoke.

### Progress of National Bankers

The National Bankers of Kansas City is the fifth legal reserve company to be domiciled in that city. It is operating largely through the banks in Missouri and Kansas and is officered almost entirely by insurance men. A. C. Lovell is president and organizer; F. E. Moore is first vice-president and agency manager; R. H. McDowell is second vice-president; I. H. Todd is secretary, and D. C. Hefflebower, treasurer. The company has started the "National News" as a company paper.

### New York Life to Keep Building

Denial is made by the management of the New York Life of the rumored purpose of the company to abandon its present headquarters at 346 Broadway, and erect a new structure upon the site of the Madison Square Garden. The present building of the company contains a number of floors given over to outside tenants and as the requirements of the office for additional space increase instead of erecting a new structure it will doubtless take further rooms.

## "THE COMPANY OF CO-OPERATION"

### DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!  
Any plan, any age, either sex!

This is a service our men  
appreciate these days.

If it appeals to you, write

**HOME OFFICE  
DES MOINES (R-T Bldg.) IOWA**

IOWA TERRITORY  
SOUTH DAKOTA

### MR. AGENT!

Do you care for QUALITY, not SIZE? Age, Sound Experience. Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its HOME STATE for

### THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS  
STICK! WRITE THE HOME OFFICE

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

### The Penn Mutual Life Insurance Company of Philadelphia

On January 1, 1909, Rates Were Reduced  
and Values Increased to Full 3% Reserve.

## The Test of Service

The ultimate success of a life insurance company depends upon what those who have bought its policies in the past think of the service they have received. The Massachusetts Mutual passes this test with flying colors. Over \$45,000,000, or 35%, of the business delivered last year was on the lives of men and women already insured in the Company.

**JOSEPH C. BEHAN, Superintendent of Agencies**  
**Massachusetts Mutual Life Insurance Company**  
Springfield, Massachusetts.  
Incorporated 1851

## The Farmers & Bankers Life Insurance Company

Largest volume of business—Greatest amount of assets—Largest yearly production of any Kansas life insurance company. Truly it

**LEADS THEM ALL IN KANSAS**

**Home Offices**

**Wichita, Kansas**

## WANTED

A General Agent for Cincinnati

By  
**THE MIDLAND MUTUAL LIFE INSURANCE COMPANY**  
of Columbus, Ohio

Look up the record of this Company, then write the Secretary for particulars. Here's a life-time opportunity for the qualified man willing to work.

## Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

**Capital, \$500,000**

**Fully Paid**

**GREAT OPPORTUNITY FOR LIVE MEN**

H. S. BRIDGEWATER  
325-331 Title Guaranty Bldg.,  
St. Louis, Missouri  
Mgr. Missouri and Kansas

J. R. RAILEY  
401 Dallas County State Bank Building  
Dallas, Texas  
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director

## Eureka Life Insurance Co.

OF BALTIMORE, MD.

Incorporated under the laws of  
Maryland, 1882

We Issue

Standard, Ordinary and  
Industrial Policies

JOHN C. MAGINNIS  
President

JOSHUA N. WARFIELD, Jr.  
Vice-President

JOSEPH H. LEISHEAR, Jr.  
Secretary-Treasurer

J. HOWARD IGLEHART  
Medical Director

## THE FARSEEING AGENT KNOWS

that his  
abilities linked  
up with the  
policies of

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
of BOSTON, MASS.

The demon-  
strated values  
offered your  
prospect  
WILL GAIN HIS  
CONFIDENCE

**MUST WIN ALL THE TIME**



JAS. H. JAMISON, President

NEW and up to date policy contracts. REAL SERVICE to Policyholders and Agents. NOT SO BIG to lose sight of individual agents, and big enough to serve its Agency and Policyholders satisfactorily. SOME GOOD territory in IOWA and SOUTH DAKOTA open for Agents.

## Two "Closers" Wanted

to travel in Indiana, Illinois, Iowa and Missouri to do special work, especially with new agents.

### Farmers National Life Insurance Co.

3401 Michigan Avenue, CHICAGO, ILL.

**WANTED**—Group Life Manager for non-participating Life Insurance Company, writing Life, Accident and Health Insurance, with over thirty millions of Life Insurance in force. Salaried position. Address 58-A care of National Underwriter.

FLOURISHING  
PROGRESSIVEEXPANDING  
EVERWHERE

### THE BANKERS RESERVE LIFE COMPANY

We are keeping pace with the wonderful impulse which life insurance now feels and we are placing men who are building solidly for the future.

**Business in Force, \$50,000,000.00**  
**Assets, Nearly \$9,000,000.00**  
**Monthly Production, about \$2,000,000.00**

A few openings available only to Managers and General Agents competent to Produce Results.

Telegraph or write—

### The Bankers Reserve Life Company

ROBERT L. ROBISON, President  
WALTER G. PRESTON, Vice-PresidentJAMES R. FARNEY, Vice-President  
RAY C. WAGNER, Secretary-Treasurer

Home Office: Omaha, Nebraska

in its present building, which is admirably located and modern in every respect. With but one or two exceptions all life insurance companies domiciled in New York City own their head office buildings, feeling that such form of investment not only guarantees ample accommodation for present needs and future growth, but has an advertising value of positive worth.

#### Life & Casualty's Growth

The Life & Casualty of Nashville, Tenn., recently prepared its estimate for the year's business for the Association of Life Insurance Presidents. In comparison with last year's figures, a gain of approximately \$17,000,000 is shown in insurance this year.

The weekly reports received from the company's 1,100 field men over the South does not indicate any panic or near-panic times. Its record of growth for the past two weeks has been the greatest it has enjoyed since last spring.

#### Opens Eastern Office

Philip J. Syme of New York has been appointed eastern representative of the Underwriters Review of Des Moines. Mr. Syme has had many years of experience in advertising agency work and as advertising representative of leading publications. Mr. Syme's offices are 150 Nassau street, New York. He will travel throughout the territory east of Pittsburgh.

#### Municipal Life Insurance Plan

MOOSE JAW, SASK., Nov. 30.—Moose Jaw will experiment with municipal life insurance for its employees, under a plan adopted by the Moose Jaw city council. On Jan. 15, a policy of \$500 will be put into force for every unmarried man employed by the city, while married men will be made beneficiaries of \$1,000 policies. Heads of departments will be given \$1,500 policies. To receive this benefit employees must have been in the service of the city at least six months.

Arthur Eagen, district manager for the Phoenix Mutual at Youngstown, O., returns this week from a three weeks' stay at the home office of the company where he was engaged in special work.

#### DEATH IN MIDST OF LIFE

While G. E. Ferguson of Wauwatosa was attempting to sell life insurance policies to the employes of the boiler room of the Stoughton Marketing Company, Stoughton, Wis., one day last week, the boiler suddenly blew up, killing Ferguson, Emmet Marvin, farmer; Otis Graves, William Nichols and an unidentified woman.

Suppose Ferguson had just signed up all of them and collected the first premiums!



### \$50.00 A WEEK FOR LIFE

while totally disabled from either injury or illness. \$6,000.00 for death by ordinary accident, \$12,000.00 for Travel accident

### AND IT ONLY COSTS \$56.00 PER YEAR

Our top salesman made \$12,000.00 last year. Does it interest you? If so write

**BUSINESS MEN'S ASSURANCE COMPANY**  
W. T. GRANT, Vice-President.  
KANSAS CITY, MISSOURI

## General Agency Wanted

By reliable man with ten years experience in Texas. Will guarantee \$1,000,000 paid-for business first year.

Advertiser is financially able to handle the business himself.

Address 12-H, care The National Underwriter

## Advertising Pencils

### Special for December

Best Grade, Round, Long Gilt Tip, Cedar wood, Red Rubber eraser, Fine Lead, No. 2 Degree of hardness.

**Our regular \$48.00 Pencil**  
Green, Blue, Yellow or Red

Special Price per 1000	\$39.50
" "	500 20.75
" "	250 12.25

Your name and "Ad" Imprinted FREE  
Samples on request

**COOPERATIVE FACTORIES OUTLET CO.**  
ADVERTISING  
PENCILS AND PENHOLDERS  
DIRECT TO THE USER  
WORCESTER BLDG. CHICAGO, ILL.

### FEDERAL UNION LIFE

#### Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet  
**"Suggestions for Increasing  
Your Income"**

and would be pleased to send a copy to every  
Life, Fire and Accident Agent in  
Ohio, Illinois and Kentucky

### Agency Openings in Indiana

for men who are ambitious  
to succeed

*Popular Priced Policies*

Specimen Rate

Age 30 ————— \$14.28

**NATIONAL LIFE  
ASSOCIATION**  
Des Moines, Ia.

**6c** a week is the cost of The  
National Underwriter by  
annual subscription.